Parents Council Leadership Team
Meeting Notes
Saturday, February 23, 2013

Attending: Bob Breshock (chair), Paul Owen, Jolette Owen, Dana Vandenheevering ’83, Larry Adoff, Jeff Davis ’82, Susan Davis ’83, and Thomas McHenry (via phone).

Staff: Tomika Dew, Assistant Vice President for College Relations; Travis McGuire, Assistant Director of Alumni and Parent Relations.

Welcome and Introductions
Bob introduced himself and welcomed everyone to the meeting. He asked the group to introduce themselves and to talk briefly about their student.

Student Alumni Association
Bob introduced Katie DeVore ’16 and Mariah Torres ’14, co-chairs of the Linfield Student Alumni Association (SAA).

Katie and Mariah gave a brief overview of the SAA and informed the council that the SAA is, “a group of students and alumni who engage and educate students about philanthropy.”

The SAA currently has 11 members, and any student can join. The SAA hosts such events as Tag Day, Thank-a-thon, Happy Birthday Linfield, and Tuition Free Day. Happy Birthday Linfield will be held on Thursday, February 28 and will include cake, games, prizes and photos with the Wildcat. The goal is to showcase Linfield’s rich history and celebrate the 155th anniversary of the college.

Tuition Free Day is one of the other major events run by the SAA. This is a day when tuition theoretically stops covering the cost of a student’s education. This is an educational event that helps students understand how important gifts are to Linfield.

The group started delivering care packages this year. Parents were given the opportunity to purchase care packages to be delivered right before finals. This is an effort to raise awareness about SAA to fellow students.

The SAA’s plans for the future include more student involvement, more members and recognition as a major group on campus.

Michael Hampton, Director of Career Development
Michael phoned into the meeting via Skype and began his presentation by informing the council about his role at the college as well as the Assistant Director of Career Development Kristi Mackay’s role.
Since Michael’s last Parents Council presentation, the Office of Career Services has held “Brand Me” presentations and created a new centralized job posting system called Cat Connect. Cat Connect is an online site for students to access job and internship openings; 900 McMinnville students are currently registered for this service.

Michael mentioned the need to focus on internships for students. The Office of Career Services belongs to the Kemper Internship Program, and First Federal has provided funds for student internships.

Kristi and Michael are planning to visit other institutions. Michael’s philosophy is to spend funds learning from and working with other institutions rather than going to conferences. They are planning on meeting with Messiah College and an east coast college.

For the second year in a row, Linfield has offered a January Term course for 20 students called Career Explorations. Last year’s course theme was the wine industry. The theme for 2013 was sport management. The group met with various people in the sports industry, and students were required to set up six informational interviews. Some of the participating organizations included the Seattle Mariners, Seattle Seahawks and Rose Garden Arena. Alumni such as Scott Brosius ‘88 & ’02, head baseball coach at Linfield and former New York Yankees third baseman; Lance Lopes ’85 from the Seattle Seahawks; and Tony Hendrix ’88 from Ovations at the Rose Garden; gave presentations to the students.

The council suggested options for next year’s course including nursery/agriculture, auto industry, and military. Evergreen Aviation is an organization that was discussed between Michael and various council members.

Michael concluded with a request for help with networking from the council. Dana shared a story about how she helped her student connect with former sorority sisters. Dana realized that she was actually very connected and was very helpful to her son.

Approval of Notes from Meeting on October 27, 2012
Bob asked the council to approve the notes from the previous meeting. The notes were approved as presented.

News on the Street
Parents were asked to share news that they have heard from their Linfield students. Topics discussed were the following:

- Access to the online network went down early in the spring term.
- Revival of the yearbook.
- Issues with housing while students are gone on breaks.
- Phone calls being returned from housing and public safety.
- Increase in enforcement of parking regulations by public safety.
- Public safety being unhelpful with students trying to gain access to on-campus buildings.
- Worries regarding medical clemency.
- Parolee being released into McMinnville community.

Outreach, Engagement, Communication
Parent giving renewals are strong, but new donors are down, in part because of the smaller freshman class size. Spring parent appeal will be mailed mid- to late-March.

Tomika provided a report from Admission. Linfield is currently up in freshmen applications by 4%, and Admission will continue to accept applications for the foreseeable future. The Academic Competitive Scholarship event was held on Feb. 16; approximately 400 students participated, and about 900 total people attended. Admission is already out on spring travel; upcoming receptions include Reno, Seattle and parts of California.

Bob requested to be notified when Admission representatives are in council members’ home areas. Bob said a suggestion came up from their table at the Volunteer Summit to connect with local high school counselors given the strong bias many have for large schools and pushing high school students towards those institutions.

Travis reminded the council about Spring Family Weekend on May 3-4, 2013. This is a combination of Mom’s and Dad’s Weekends. Events are in the process of being planned. The 41st Annual Lu’au will be held on Saturday, May 4.

Travis informed the council that Commencement is June 2, 2013. Part of Commencement Weekend is the Grad Finale after Baccalaureate. The Grad Finale is for graduating seniors and their families. It has been held in the Nicholson Library the past two years, but issues with large crowds and sound have made it a difficult location for the event. Travis suggested five options and asked for feedback via email.

The council was informed about the upcoming edition of News for Parents, which is scheduled to be sent out on Wednesday, February 26.

Next meeting: May 4, 2013