1. Call to Order
   **Meeting called to order at 8:30pm**

2. Roll Call (Clerk Carstens)

3. Approval of the Agenda
   **Motion to approve the agenda**
   Troesken/Carlin
   Approved

4. Approval of the Minutes
   **Motion to approve the minutes**
   Troesken/Wellman
   Approved

5. External Programs Reports (President Gill)
   P. Gill: External Programs met yesterday. We are down a couple members because Andrea left us. We talked about meeting with The Collegian and WEB next week, we went over procedures, and most likely the new senators will be joining the EPC. We will be meeting Thursdays at eleven.

6. Officer Reports
   6.1. President Gill
   P. Gill: Over break I worked on developing the EPC paperwork, the transition notebook, to make sure that the incoming exec gets transitioned. I want to talk to you guys about the ASP welcoming day, make sure you and your friends are being welcoming. SBA will be meeting next week, so if you are interested in coming to that meeting you are welcome to come to that. Ed Whipple wants student feedback. Yesterday I attended the Board Finance Meeting in the morning. They are concerned about enrollment numbers at the moment.
   6.2. Treasurer Morita
   T. Morita: I don’t have anything new, we started the first allocation round of the semester, and I will be holding a budget workshop tomorrow.
   6.3. VP Kittelson
   VP Kittelson: There are three positions to fill, The 2017 and 2018 will be filled next week, and the 2020 not until the week after.

7. Judicial Report (Chief Justice Henderson)
   CJ Henderson: She made the CJ job description, and we are working on setting up a meeting time to go over and approve the allocation.
8. Senate Reports

8.1. ASWU Swag (Senator Uphoff)

Uphoff: So cost efficiency wise, these are the cheapest, any input, whatsoever?

Dausmann: What is the cost?

Uphoff: Liz do you have the email I sent you?

Lyons: I like the back, but can it be larger?

P. Gill: $16.78 each, if everyone orders, and then crewneck sweatshirt $20.15 each.

Uphoff: Thank you for your patience, I’m sorry.

Troesken: Is payment coming from us or ASWU?

P. Gill: Out of your wallet.

Lund: What is the material?

Uphoff: Cotton. I will work with Anna to push down the cost, but we need to wait until the elections are over too. Poll for longsleeve shirts, or sweatshirts.

Longsleeve?

Crewnecks?

Longsleeve it is.

8.2. Senator Carlin

Carlin: I am serving on the SSRD committee. It’s me and a handful of professors. We are working on sustainability this year, so the program will be smaller, with possibly an app, an accessible PDF, and screens in each building. I might need volunteers the day of.

9. Shelby Radcliffe

Radcliffe: I’m Shelby Radcliffe. I am the VP of Advancement, which focuses on engagement with parents and alumni, and I ask them to give me money. I brought my senior team with me. Tyler is a WU Alum, and he graduated in 2006. Tyler came with me when I moved from Occidental to WU. Tyler is involved in Alumni community engagement. Dave Rigsby, is a WU grad, class of 2000. He is a chemistry major, was in student life, most recently the athletics director. He was asked by the president to come over to Development. Gifts of $50,000 or more. Angie joined us in December, she is getting reacquainted with seasons. She is the VP of Strategies and Operations. Basically she helps us make sure we have our analytical ducks in a row. They run the organization, and my job is about working with the president, the senior staff, and building a philanthropy. I’m gone a lot, visiting donors and asking them to give us a lot of money. Liz asked for me to come and talk with you all, but I thought I would give you a brief overview of the campaign first.

I’m going to try to keep it to three minutes. This is a University-wide fund that is going to work to inspire donors about what they are going to be giving to the school, and the direction that the school is going. This is comprehensive. WU has had one comprehensive campaign in the past. One of the reasons I was so excited to come here is because many institutions plan comprehensive campaigns for 5-7 years, but Willamette has planned to try and transform WU by their 200th anniversary. They want to be need-blind by then. I think it is the best aspiration, and the best gift that a small college can give.
Need blind means you pay full cost, and accept everyone regardless of their ability to pay. This is more than just room and board, but also internship stipends, and anything else to give students the full Willamette experience. We would be the first in the Pacific Northwest, and one of the only organizations striving in this direction at the moment. I was tasked with planning the first of three campaigns. $150 million dollars is the first goal. The private stage is not quiet for those of us on campus, but for our alumni, right now we aren’t campaigning to them. We are bringing them back to campus to re engage them in this community, and to interact with our students. You are the best way for us to get people excited about Willamette. A small group of us ID folks who have the means to be philanthropic, and we ask them for donations for specific things. We aren’t in campaign yet, that would start theoretically June 1st.

The public phase is what happens when it becomes a visible goal. Giving away a substantial amount of money feels bigger, more momentous, and more substantial. The public phase is when we try to engage the community, we want to launch the public phase with half of the money already earned. This strategy works. We have volunteers, and people who are excited to help us reach those goals. One of them is going to fly around the country and try to convince other people to put WU in their estate plans.

Rigsby: It’s not just about the goals, but it’s about the story. There are a few things that we hear over and over again about why WU is a great place to be. We want to have those conversations with students to go out and share those.

Radcliffe: We try to harness the power of nostalgia and connect people with money to the way that Willamette is today. We want to highlight the similarities and have them understand and appreciate the differences.

Landoni: How do you identify donors?

Radcliffe: There’s a lot of different ways that organizations do that. We track giving, and from year to year. Alumni keep us informed about what they are doing, so we look at their jobs. There are ways for every WU student to give substantial donations. After your first ten years, if you only give a thousand dollars every year, that will give a significant substantial donation. Everybody can be a donor, and our job is to reach each of those populations to make them feel good about what they are doing. We spent 1.4 million dollars on you last year, and we want to brag about that to our donors, about all the cool stuff that you did with that.

You’ll notice we don’t do a lot of giveaways... that’s a very different kind of donating. We want to connect, and engage with these donors and keep them coming back.

Troesken: So what if you come short, would you say this is going to cost the University money?
Radcliffe: Absolutely, but that’s not going to happen. Cost per dollar is that it costs us 25 cents to make a dollar. That’s an efficiency measurement. How much money do we raise for every dollar we spend? We want to focus on the net gain. We want to return $20 million to the institution rather than $5 million. 

My job is a lot like a football coach. If I don’t have a winning season, I might keep my job for one more year, but if I have two bad seasons, I will be out of a job. I am highly motivated. Sometimes we have to change our expectations, but we are testing the goal right now. Our annual fund is already across a million dollars at this point in the year, which has never happened before. This is an uncertain time, but you know, we are going to be careful.

Rigsby: Alumni are concerned about the cost for students. They see themselves as the solution to that problem. WU has that story of scholarships helping and giving them what they have today. The tradition of financial aid at WU is paying us back right now. The early data we are getting from donors is that they want to double down on WU right now. Liberal arts colleges fix the sorts of problems that our world is facing right now.

Radcliffe: This is also going to be an endowment campaign. The standard payment for an endowment is 5%. So you put in a million, and you get $50,000 a year. We need it to be much much bigger than that. We want this type of gift because it keeps growing and giving. We want a three million dollar annual fund by 2021. That is for today’s students. The endowment piece will help today’s students, but more so it will help the students of tomorrow. WU really cares about that.

We have $240 million dollars, $227 in our endowment as of June 30th.

Willamette has done campaigns in the past, but they hire people, raise money, and then everyone goes away. We have been working with the board to make sure they understand what they are getting into. A third of the money will come from the Board of Trustees.

Reyna: Do you partner with the Alumni Board?

Radcliffe: It’s a volunteer board, and we staff it. We connect them to students, they want to be inspired by students or very young alums. We try to build more thoughtful connections to make sure that it happens well. They are on campus on Feb. 11th, they have student reps who come. There’s a student engagement committee, a career committee, an admissions committee. The Board of Trustees is getting more diverse. We are working on it.

Uphoff: Doesn’t the economy have a huge impact on the endowment though?

Radcliffe: Yes, but it is a long conversation. We saw a handful of donors work to help keep students in school in the moment, as well as switching to an immediate help. Our donors at that level are very savvy about what the needs of the institution are in that moment. There are always people making money, regardless of the economy. We make these connections with Alums in order to be able to ask when they give.
10. Old Business

11. New Business

12. For the Good of the Order
   Reyna: This is a fellowship opportunity for the women in the year. New Leadership Oregon was established in 2013, it is a one week leadership program. I got to go and it had over 80 program speakers. These are influential women, from well known organizations. The purpose of this program is to mentor and train a new generation of women leaders for justice and equity. It is for college women, and graduate school women. You get lodging, meals. The cost is $250, but you can get scholarships to go through the Politics department. There is info about when it takes place, June 22-27th, 2017. Apps are due the 22nd of Feb., online, and if you have questions reach out to me or Bernice Bernade. We got to meet a lot of women that work in Oregon, which was a great networking opportunity as well. If you know women who might enjoy this give them my name and let me know!

Clay: For the class of 2020, do we have anyone running yet?
VP Kittelson: Not yet, I had one person talk to me today, but she wanted to think about it for a hot sec. Also, if you know someone in your class please have them come talk to me between 4 and 5 tomorrow in the UC.

Uphoff: I made two facebook events on the ASWU page, it’s Feb. 2nd that the ASP arrival is happening. If you can sign up for the arrival dinner please do so, it’s a really important day. Have a welcoming culture at school, go out of your way to talk to them.

Pham: I’m meeting with Sarah Shin, to work on the Building Bridges program. We don’t want them to walk around having no one to talk to. We want to promote that we are a great and welcoming campus.

P. Gill: I asked Shelby Radcliffe to come and talk about the capital campaign, to become a need blind institution, which is very important for Willamette. I thought it was important for ASWU to understand what that meant. So it is our goal to make these meetings efficient, but whatever we need to talk about we will.

   **Motion to adjourn**
   Uphoff/Lyons
   **Approved**

13. Adjournment
   **Meeting adjourned at 9:23pm**