The Portland State University Alumni Association Annual Report FY 2013
The PSU Alumni Association, a non-profit 501(c)(3) organization for alumni and former students of Portland State, is governed by a volunteer board of directors.

Established in 1987, the PSUAA serves over 130,000 alumni and friends of the university.

Located in the historic Simon Benson House on the Park Blocks, the PSU Alumni Association is a home for all students: past, present, and future. Our goal is to serve and support our alumni through services and programs that address their professional, educational, and social needs.

Our Mission
Engage our alumni and their family and friends to inspire support for the University.

Our Vision
All alumni, their family and friends are inspired to make meaningful lifetime connections to PSU that advance the University.
The 2012-13 academic year was a year of growth for the Portland State University Alumni Association. We increased our career services and social networking tools, making it easier and more convenient for alumni to connect with each other. We are proactively responding to your needs. Thanks to your statements in our alumni survey, we are paying more attention to career and professional development programming and leading the effort to bring alumni closer to Portland State University and each other. Through active, consistent listening, we’ll learn how to best serve you.

We built a three-year strategic plan that addresses five major initiatives: building strong connections with students; bringing alumni back to campus; building strong connections with alumni in their regions; enhancing current benefits and services; and communicating to alumni in a consistent manner by re-launching a quarterly alumni e-newsletter and ensuring there are daily communications through our social media channels.

On the following pages, you’ll find information about the many new programs and services we are offering. I think you will be impressed and proud of the results. The relationship between you and PSU is extremely important. If there is anything we can do to improve your experience as a member of our association, please let us know.
I am pleased to present the 2012-13 annual report from the Portland State University Alumni Association. The past academic year marked an important period for your Alumni Association. We set a goal to establish a stronger presence in the University community and to celebrate our history while engaging even more alumni in the life and success of Portland State University.

PSU alumni are increasingly aware of the vital role they play in the life of the University. More and more are mentoring students, volunteering, and attending our great events on campus, across the United States and around the world. We have created active alumni networks in seven U.S. cities and five foreign countries so alumni can connect with each other throughout the world.

The alumni survey we conducted in late 2012 provided valuable information and guided us toward a bold strategic plan. We listened as alumni told us how they felt about the University, their student experience, their alumni experience, and what they need from us. We learned a lot and have begun shifting our strategies and programs to reflect the input we received. We feel fortunate to work in partnership with dedicated staff at Portland State University who understand the importance of building and maintaining relationships with alumni.

We look forward to continuing our service to Vikings everywhere. If there is anything we can do to improve your experience as a member of this association, please let us know. Go Viks!

Dan McDonald MBA ’91
President
Portland State University Alumni Association (2012-13)

PSU ALUMNI ASSOCIATION BOARD 2012-13

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Associate Director, PECI

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Jacob Sherman ’10, MS ’12
Undergraduate Research, Engagement, and Creative Activities Coordinator
Portland State University

Kirk Sidley ’72
President, Picture Perfect – N & S Photo, Inc.

Trudy Toliver ’84
Executive Director
Portland Farmers Market
As the largest and most diverse university in Oregon, we’ve worked hard to create a vital education and research environment at our growing downtown campus. What sets us apart from other universities are the hundreds of opportunities that connect our students to the real world through community through programs such as Senior Capstone projects, partnerships, internships and outside-the-classroom experiences.

DEGREES AWARDED IN 2012
Total: 6,039 (the most degrees at any university in Oregon’s history)
Bachelor’s: 4,320
Master’s: 1,654
Doctoral: 65

TOP UNDERGRADUATE MAJORS
Accounting, Art, Biology, Management, Psychology

Provost Sona Andrews challenged faculty, staff and students to rethink teaching and learning at PSU and is investing $3 million in the most promising ideas. She received 162 proposals ranging from new online degrees to new ways to offer credit for internships.

Click here to view the results.

STUDENT SNAPSHOT 2012-13
Total: 29,524
Undergraduate: 23,397
Graduate: 6,127
Students from Multnomah, Washington, Clackamas counties: 56%
Oregon residents: 82% Top states represented: Washington, California and Hawaii Top nations represented: Saudi Arabia, China, India, Japan and Vietnam

PSU received a 2013 Climate Leadership Award from Second Nature, a national nonprofit that works to create a healthy, just, and sustainable society by transforming higher education.

Other accomplishments in the area of sustainability included President Wiewel receiving the U.S Green Building Council’s Center for Green Schools President award; PSU named in the Princeton Review’s Guide to Green Colleges for the fourth time; a Gold Bicycle Friendly University rating from the League of American Bicyclists; and the designation as a ‘Changemaker Campus’ by social entrepreneurship group Ashoka.

SERVICE
Community partners: 530
Top partners: Intel, OHSU, Portland Public Schools, City of Portland, Multnomah County, Portland General Electric
Community-based learning courses: 400
Student service hours: 1.54 million
Value of service hours: $29 million

Click here to read the 2013 President’s Progress Report.
In 2012 the PSU Alumni Association conducted an online survey to better gauge the types of events, programming, and communications alumni would like offered by their alma mater.

**WHAT ALUMNI SAID**
- Believe they received a high quality education: 78%
- Report a positive overall attitude toward PSU: 78%
- Would recommend PSU to family and friends: 75%

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**WHAT ALUMNI WANT**
- 37% expressed interest in professional seminars
- 34% expressed interest in attending faculty lectures
- 27% expressed interest in networking events.

**LOOKING FORWARD**
In response to these survey results, the PSU Alumni Association decided to pay special attention to career and professional development programming for alumni including networking events, professional lectures, and alumni-only career fairs. We are also creating partnerships across campus to promote lectures, festivals, and seminars that are open to all alumni.

As we develop our career and professional development programming look for conferences, networking events, a webinar series, and opportunities for continuing education.

Click here for career and professional development resources.

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**Job Jenny Career Event**

On April 18, 2013 over 100 PSU alumni joined the Alumni Association and recruiter Jenny Foss, author of *To Whom it May Concern, or How to Stop Sucking at Your Job Search*, at the Bridgeport Brewpub in Portland for a night of networking and job hunting solutions. This was a sold-out event.

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The PSU Alumni Association created a three-year strategic plan, beginning July 2012, aimed to strengthen our mission and vision.

Five strategic areas were identified to form the basis of this plan. Impact and need can be measured directly in these areas through counting participation numbers, event attendance, web clicks and so on, to ensure we remain focused on growth.

**GOAL 1 - STUDENTS**
Build strong connections with current students, Portland State University’s newest generation of alumni.

**GOAL 2 - NETWORKS**
Build strong connections by bringing Portland State University to alumni in their communities.

**GOAL 3 - COMMUNITY**
Build connections of PSU alumni to the city of Portland, and bring the community to the PSU campus.

**GOAL 4 - BENEFITS AND SERVICES**
Build and/or enhance current benefits and services offered to alumni.

**GOAL 5 - COMMUNICATIONS**
Build strong connections to our alumni through an effective communication strategy.
Oran Stainbrook graduated in June 2013 with a Bachelor’s of Science in Architecture and was one of the student speakers at Commencement. Oran was part of many school organizations and clubs including Student Leaders for Service, University Studies Peer Mentor Program and the Sustainability Volunteer Program.

“I am a first-generation college student. My family always suggested that I go to college, and I knew it was important to them. However it was far more important to me. I knew I could go to college and succeed and I felt like I owed it to myself and everyone who has come before me.”

Click here to read the full interview with Oran Stainbrook.

A Student Advisory Committee was created to work in partnership with the Alumni Association. This committee seeks to build and create awareness among students, young alumni, and new graduates of their lifelong connection to PSU and of the role of the Alumni Association. Efforts include career and professional development events that encourage a student-alumni connection, the creation of school or class traditions, and the fostering of school spirit. The committee is comprised of current students, young alumni and recent graduates of PSU.

In January over 150 students and alumni came together at Smith Memorial Student Union Ballroom to enjoy a four-course meal while etiquette expert Simi Ranajee explained the art of balancing proper dining etiquette with networking skills. It was a great turnout for the inaugural Student Etiquette Dinner with PSU alumni from various backgrounds acting as table hosts to create a more realistic networking atmosphere for students.

The PSU Alumni Association aims to develop early relationships with students and establish a life bond between Portland State University and its newest alumni. We will offer student programs that provide interaction with alumni, introduce students to alumni association programs and services, and promote methods for new graduates to continue their relationship with PSU immediately upon graduation.
The PSU Alumni Association aims to consider the interests and needs of alumni living outside of the Portland area. We will develop programs and services to meet these needs. As a result, Portland State University will strengthen its relationship with all alumni by reaching out to them in their communities.

Portland State is proud to have a dedicated alumni population around the world. Alumni networks are forming so people can engage with their PSU community wherever they live.

In FY 2013 we created active regional networks in the following U.S cities/ states, with more to come.

- Seattle, WA
- Washington, D.C.
- The San Francisco Bay Area
- New York City
- Hawaii

There are also active international networks in Japan, Germany, and South Korea.

Click here to learn more.
Trudy Toliver is the Executive Director of the Portland Farmer’s Market and a PSU Alumni Association board member. Trudy was honored at PSU’s sixth annual Sustainability Celebration in May 2013. The celebration was attended by Portland Mayor Charlie Hales and hosted by the Institute for Sustainable Solutions. The annual ceremony celebrates the exciting sustainability work being done by PSU students, faculty, staff, and community partners. Trudy was the first recipient of an alumni award.

Click here for Trudy Toliver’s alumni profile.

The PSU Alumni Association aims to consider the interests and needs of alumni living in the Portland area. Over 67% of alumni live and work in the Portland metro area. We will promote on-campus programming and events to bring alumni back to campus and ensure the promotion and celebration of the work our alumni are doing for the local community.

The Alumni Association’s long-standing PSU Weekend program became part of the Portland State of Mind festival in 2012. Over 350 people enjoyed free seminars from PSU faculty and community experts, and a keynote lecture with Lara Logan, 60 Minutes and CBS News correspondent. PSU Weekend also hosted two sold-out Sunday Tours: a guided winery tour and tasting hosted by Geology Professor Scott Burns, and a tour of Portland’s Distillery Row which explored the revitalization and boom of Portland’s whiskey, bourbon and gin distributors.

The PSU Advocates is an arm of the PSU Alumni Association which works to promote the goals of Portland State University with decision makers.

Click here for more on the PSU Advocates.

PSU DAY AT THE CAPITOL

Over 200 Portland State alumni, faculty, staff, and students traveled to Salem in March to advocate for PSU at our annual Day at the Capitol.

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Click here for more on the PSU Advocates.
PSU Advising & Career Services, along with other career service providers on campus, work closely with the PSU Alumni Association to co-host career-related events and programming throughout the year.

The Career Services staff is here to welcome you back to campus and can provide you with the following career-related services:

- Resume and cover letter critiques
- Interviewing techniques
- Workshops on career exploration
- Job search strategies
- Career Fairs
- CareerConnect, a job database

Click here to learn more.

The PSU Alumni Association aims to develop a comprehensive program of benefits and services to better meet the needs of alumni. We will evaluate all current benefits and services, eliminating the programs with the least impact. We will create partnerships with companies that will offer the greatest benefits and services to alumni.

CAREER CONNECT

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ALUMNINET

We are partnering with departments across campus to ensure alumni discounts to PSU events and access to services you enjoyed as a student such as membership the Campus Rec Center and the University Library.

Alumni receive a 10% discount on apparel at the PSU Bookstore and we work with affiliated companies to bring you savings on insurance, travel, and more.

Click here for a full list of benefits available to alumni.

EXCLUSIVE DISCOUNTS

AlumniNet is a new way for you to keep in touch with us and each other. Once you register for free on this web portal you have access to an alumni directory and can create your own profile, buddy with other registered users, post your own news and class notes, and register easily for events.

When you register for AlumniNet you automatically become a lifetime member of the PSU Alumni Association.

Visit: alumni.pdx.edu
The PSU Alumni Association aims to build an online alumni community through social media networks. We will create an effective and consistent communications strategy to engage our increasingly widespread and diverse alumni.

TELLING YOUR STORIES

In 2013 the PSU Alumni Association committed to creating and sourcing news and profiles about our 130,000+ alumni and the great things they are doing throughout the world.

We post original interviews and profiles with alumni of all backgrounds on our website, and ensure mentions of our alumni in the news are broadcast out through social media, the Portland State magazine, and through syndication on our website.

Our unique website views went up 37% in the FY ending 2013:
• FY 2012: 47,914 unique website views
• FY 2013: 65,641 unique website views

SOCIAL MEDIA

The PSU Alumni Association has a growing presence on social media.

New Twitter and LinkedIn accounts were created in 2013 and our Facebook "likes" increased by 1,000 meaning we are reaching more alumni than ever before.

Joining us on social media is the best way to stay current with news, career information, relevant articles, and photos from events. It is a great way to join in the conversation with your alma mater!

ALUMNI E-NEWS

A quarterly alumni e-newsletter launched in Spring 2013 to a positive response: a 12% open rate with 1,090 clicks on the articles. Called ‘News from the House’ (in reference to the Simon Benson House) the e-newsletter aims to cover news, profiles, events, and other information for and about Portland State’s alumni community.

To ensure that you are receiving the e-newsletter please send your current email address to: psualum@pdx.edu
From small monthly gifts to large lump sums, alumni contributed more than $7.8 million to the University in fiscal year 2013. This outpouring of support will help fund scholarships, capital improvements, academic programs and more.

“We are so thankful for our generous alumni,” says President Wim Wiewel. “They know the value of their education at PSU and, by giving back, they help others experience it too.”

More than 6,400 alumni—representing 61 percent of all donors—gave to the University in the fiscal year ending June 30, 2013. Other donors included faculty, staff, students, parents, businesses, foundations, and friends.

Momentum is growing. PSU fundraising has more than doubled over the last three years—from $12.8 million in fiscal year 2010 to a record $29.3 million in 2013.
With over 130,000 alumni living around the world at the end of FY 2013, Portland State saw many of our former students and graduates honored for their achievements and success. In Portland alone we had two alumni win the Portland Business Journal’s CFO of the year in their categories; Karen Shepard and Doug Shafer; Justin Zoradi ’09 was named one of 25 Portlanders Changing the World by Portland Monthly Magazine; four alumni made it on the Portland Business Journal’s Forty under 40 list; Kent Hartman BS ’83 won an Oregon Book Award, and Tracy Puhl ’09 was named Young Entrepreneur of the Year by the regional Small Business Association.

Click here to read more about outstanding Portland State alumni.

Travis Knight ’98 received the Alumni Achievement Award at the 13th annual Simon Benson Awards Dinner. Knight is the president and CEO of LAIKA, the animation studio based in Hillsboro, that produced the Academy Award-nominated film “Coraline.”

Mark Jackson ’95 was the first alumnus honored at the PSU President’s Annual Diversity Awards in May 2013. A Portland native, Jackson co-founded REAP, Inc. (Reaching and Empowering All People), a nonprofit organization whose aim is to turn problems into solutions in the areas of youth development, public education, family motivation and community building.