

Forward From Here

Stories, Updates, and Opportunities that Shape the Campaign for Bowdoin



In this first newsletter of the *From Here* campaign, we celebrate the generous alumni who contribute their time, energy, and expertise to our college community.

We are in an extraordinary historical moment, one in which a global pandemic and a reckoning with racial injustice challenge our assumptions and our resilience. Bowdoin alumni have responded in the ways they always have: with thoughtfulness, caring, and action. As the Class of 2020 launched into an uncertain world, for example, alumni came to their aid with job leads, internships, wise counsel, and financial support.

In this moment, we are certain that *From Here: The Campaign for Bowdoin* embodies the right priorities

at the right time. Fundamentally, the campaign is about access and opportunity: financial aid, to provide a Bowdoin education for every talented student who can't afford it; comprehensive aid and academic innovation, to ensure that all enrolled students can fully participate in everything that the College offers; and career exploration and development, to arm graduates with the skills and experiences that lead to rewarding lives. The volunteers profiled in these pages demonstrate how action—and caring for each other—are central to what the College is, and to our future success.

BRAVO

Interviewing Prospective Students

Bowdoin Regional Admissions Volunteer Organization (BRAVO) supports and expands the outreach of the admissions office through the use of active and informed alumni volunteers in the recruitment of qualified students for Bowdoin. Under the leadership of the BRAVO National Advisory Board and seventy-one regional chairs, more than 1,000 members of BRAVO serve as representatives of the College for students, parents, and guidance counselors in their local communities. Volunteer opportunities include interviewing, corresponding over email, attending college fairs and regional events, and sponsoring a Bowdoin Book Award—all of which promote personal and welcoming interactions between alumni and prospective students, especially in regions where Bowdoin is not well known. To join BRAVO, visit admissions.bowdoin.edu/register/bravo.

ALUMNI PROFILE

Moira Kelly '86

“This work makes my life bigger and more interesting.”

For twenty-five years, Moira Kelly '86 has served as a volunteer for Bowdoin's admissions office, interviewing prospective students and offering information about the College to families and schools in Massachusetts. Her motivation is simple: “I've lived the Offer of the College. I was a first-generation college student from northern Maine. Bowdoin unlocked the doors of the world for me. Opportunities seemed to be around every corner—it was an adventure chasing them. I volunteer because it is a demonstration of my deep and abiding belief that a Bowdoin education prepares you to thrive and make an impact in a changing world. I also volunteer because it is a way for me to honor all of the people at Bowdoin who took me under their wings and helped me get to where I am today. Volunteering is an act of investing in the mission of the College.”

Kelly serves as a regional BRAVO chair and as a member of the National Advisory Board. She notes her service is not just about giving back. “I get to meet some extraordinary young people who are full of energy, thoughtfulness, and promise. They make me feel good about the future. This work makes my life bigger and more interesting.”

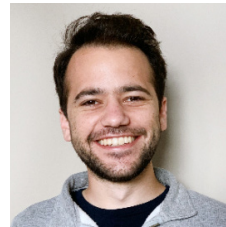
BRAVO National Advisory Board, 2020–2021



Nicole Alvarez '07



Kayla Baker '09



Daniel Cohen '15



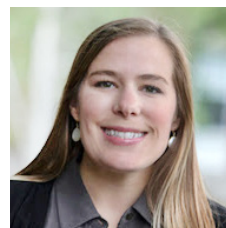
Moira Kelly '86



Albert Mauro '89



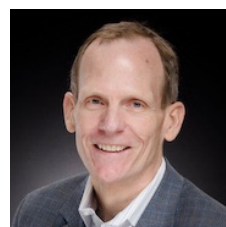
Ayaka Okawa '14



Kristin Pollock '04, chair



Thomas Rodrigues '06



Daniel Spears '81



Sophie Springer '11

Digital Deep Dive: West Trek and Tech Trek

West Trek

West Trek provides interested students—many of whom would not otherwise be exposed to California’s tech culture—an opportunity to connect with graduates working for innovative companies like Airbnb, Apple, Collective Health, Facebook, Fitbit, Google, Lyft, Okta, Pinterest, Uber, and VMware.

The trip gives students the opportunity to learn firsthand how a liberal arts education can open doors in all sectors of the tech industry, regardless of the particular roles that may interest them.

In previous years, highlights of the three-day trip included company visits, a networking gathering with Bowdoin alumni in the tech sector, and an alumni panel featuring Mitch Zuklie '91, Orrick chairman; Dave Brown '79, trustee and private investor; and Carrie Johnson '97, chief research officer at Forrester Research.

This year, facing travel restrictions and other barriers imposed by the global outbreak of COVID-19, Bowdoin’s Office of Career Exploration and Development quickly pivoted to a “virtual” program. Alumni embraced the idea enthusiastically, and on March 10 and 11, delivered a nine-hour Virtual West Trek program through which students, many at a campus watch party, spoke with alumni from all of the companies originally scheduled to host visits—Airbnb, Cruise, Pinterest, IDEO, Mekanism, Facebook, Google, and Apple.

Those participating in virtual visits this spring included:

Dave Willner '06, Jill Schweitzer '06, Morgan Woodhouse '14, Nell Mei '10, Charlotte Willner '06, Becky Stoneman '14, Wendy Dong '18, Oonie Chase '91, Jeany Kwon '09, Anne Cathcart '08, Phoebe Kranefuss '16, Leah Jo Bressack '04, Kate Moon '09, Aurora Kurland '09, Will Bleakley '10, Karen LaRocque '05, Kathryn Grant '09, Leah Hughes '11, Cathleen Nurse '13, Adit Basheer '11, Connor Handy '13, Ben Freedman '09, Mackenzie Schafer '19, and Philip Schiller P'17

Others available for networking included:

Noah Buntman '08, Chris Cameron '15, Alex Chu '02, Tommy Davis '05, Wils Dawson '13, Haliday (Hal) Douglas '05, Austin Downing '17, Adrian Doyle '02, Sara Edel '02, Kate Emerdello '10, Grégoire Faucher '16, Jeremy Fishman '09, Tom Flanagan '10, Leroy Gaines '02, Sarah Hardy '02, Leah Kahn '15, Josh Kim '12, Zak Kokosa '17, Phoebe Kranefuss '16, Emily Licholai '18, Kote Mushegian '17, Matt Neidlinger '06, Jared Palmer '06, Sonia Rab Alam '07, Lili Ramos '18, Bryan Saalfeld '99, Lana Tilley '07, David Vasquez '14, Tom Wakefield '10, James Wang '15, Jack Ward '19, Beto Wetter '19, Blake Wheale '09, Will Wise '14, Jacquelyn Wu '18, Ivy Xing '15, and Victoria Yu '19

Tech Trek

Originally conceived of by Sean Marsh '95 and Andy Palmer '88, the Boston Tech Trek has brought students to more than a dozen Boston-area firms—such as Tamr, Wayfair, LogMeln, RaizLabs, and MassChallenge. At each company, students have the chance to speak with alumni about how they have navigated the path from Bowdoin to a career in business or technology.

Consistently one of the most popular career exploration and development events each fall, Tech Trek helps demonstrate the appeal of liberal arts graduates for many tech companies—employers who are not looking only for computer science majors, but for students who can offer a variety of critical thinking, analytical, and creative skills.

Students also had the opportunity to attend a class at Harvard Business School with Professor Bob White, Class of 1977 and a trustee of the College. The class included a case study on entrepreneurial finance.

The *From Here* campaign is raising \$37 million for Career Exploration and Development (CXD), including \$12 million to support programming like West Trek and Tech Trek.

2019 Tech Trek Participating Alumni: Joyce Ward '75, Bob White '77, Jeremy Segal '92, Christine Cloonan '02, Becca Perry '07, Holly Maloney '07, Cliff Webster Jr '10, Rebecca Centanni '13, Peter Yasi '15, Walker Kennedy '15, Alice Kim '17, Rachel Norton '17, Michelle Albright '18, and Ezra Sunshine '19

**Polar Bears in Boston and the Bay Area:
would your company or organization like
to participate in upcoming Treks?**

Contact CXD by calling 207-725-3717.

ALUMNI PROFILE



Awa Diaw '11

“Bowdoin changed the trajectory of my life.”

“It sounds clichéd, but Bowdoin changed the trajectory of my life,” says Awa Diaw '11. In particular, the support of Bowdoin faculty, staff, and alumni—Diaw specifically mentions Professor Hanétha Vété-Congolo, David Treadwell '64, and the late Wil Smith '00 as influential mentors—shaped her career. Diaw is now HR business program manager at Microsoft.

“I first began volunteering as a class agent. I wanted to stay connected to the College and my classmates, and this was the best way to do so. Being a class agent also felt natural to me, as I spent two years as a student caller, where I learned about the value of participating in the Alumni Fund and giving back to the College.” Now a member of the Alumni Council, Diaw emphasizes that there are many ways, large and small, to help Bowdoin. “It does not always have to be a grand task. It could be as simple as signing up for BRAVO, connecting with current students, posting on CXD’s (Career Exploration and Development) site, or attending various events that speak to the impact and value of a Bowdoin education.”

“I truly believe in the value of paying it forward,” Diaw adds, “and volunteering allows me to do just that. I hope that my work with students and other alumni draws attention to the power of the Bowdoin community to change lives, and helps build a pipeline of future alumni who will also see the value in paying it forward.”

Alumni Council

Engaging Our Community

The Bowdoin Alumni Council is a voice for alumni across generations that is designed to build stronger bridges between graduates and Bowdoin, engage them in the efforts of the College, and provide insights into alumni needs. Council members are Bowdoin ambassadors in their hometowns who host alumni events where they share updates from campus and gather perspectives on College affairs.

A diverse group of thirty-two Bowdoin graduates, who are representative of the alumni population, serve on the Council for four years. They guide programs to assist students and alumni in their careers, organize social and educational events, support internships, and help fulfill Bowdoin’s mission to create an inclusive campus and community. Learn more about the Alumni Council at bowdoin.edu/alumni-families/volunteer/alumni-council/.

“Collaborating on new ideas and endeavors; working alongside smart, fun people; and seeing our efforts come to fruition to benefit alumni, students, and the whole Bowdoin community. What part of volunteering for Bowdoin is there not to like?”

—Matt Roberts '93, Alumni Council president



Maxine Janes '10

ALUMNI COUNCIL AWARD RECIPIENT

The Young Alumni Service Award is presented annually by the Alumni Council to a graduate from the last ten years in recognition of exemplary continued service to the College. Maxine Janes '10 is this year’s recipient and is being recognized for her work as a BCAN advisor, class agent, regional volunteer, and chair of both her 5th and 10th Reunion Committees.



Rich Bonomo '85, P'23 and Claire Newton '02 (Photo taken February 6, 2020.)

1794 Membership Committee

Championing Leadership Giving

The 1794 Society recognizes annual gifts from alumni, parents, and friends who are committed to investing in opportunities and experiences for today's students by making significant unrestricted current-use gifts. The collective annual leadership gift contributions from these individuals provides more than 80 percent of annual giving totals. The 1794 Membership Committee—currently comprising fourteen members who each serve a two-year term—provides direction and purpose for the 1794 Society to grow effectively and efficiently. Through personal outreach to alumni, they help to ensure the health of Bowdoin's annual funds.

“My time at Bowdoin helped shape who I am today. My way of thinking, my approach to problem solving, and many of my closest friends are the direct result of having attended Bowdoin.”

—Rich Bonomo '85, P'23, 1794 Membership Committee chair

“Today, Bowdoin and our alumni are more diverse than ever, and yet the College's commitment to the common good is as relevant as ever.”

—Claire Newton '02, 1794 Membership Committee chair

Senior Class Gift Campaign

Celebrating a tradition of supporting Polar Bears—ten years in the making.

This fall, the Senior Class Gift Campaign (SCGC) is celebrating its tenth anniversary. Over the past decade, more than 300 student volunteers from nine class years have rallied together through SCGC efforts to support future students and various campus initiatives.

Each senior class campaign is led by students—a cohort of volunteer class agents and student directors. With the support of staff and alumni, the SCGC members develop a campaign that is unique to their class, with programs and events to educate their classmates about the importance of giving back to Bowdoin. Through these efforts, they explain how their college experiences have been shaped, in part, by the support of Bowdoin alumni. Seniors are then given an opportunity to make an immediate and powerful impact by establishing a class scholarship fund for the incoming class and making a gift to the Alumni Fund.

Since 2011–2012, student volunteers have ensured that Polar Bears who will follow in their footsteps have the same, if not better, Bowdoin experiences and opportunities. As they pass the baton to the Class of 2021, we're looking forward to continuing this legacy of the common good.



Members of the Class of 2020's Senior Class Gift Campaign (Photo taken January 30, 2020.)



Front row (left to right): Gordon Stearns '81, Shoshana Sicks '04, Roodly Jean '99, Jiaqi Duan '17, Sue Pardus '86
 Back row (left to right): Travis Cummings '02, Rich Miller '96, Charlotte O'Halloran '13, E.J. Coveney '91, P'22, Derek Albanese '93, Matt Ramos '12
 (Photo taken September 21, 2019.)

Fund Directors

Creating a Foundation of Support

The Bowdoin Alumni Fund directors play a significant role in guiding the priorities of Bowdoin's annual alumni giving program. Comprising fifteen class agents from different eras and geographical regions, the fund directors help with the education, mentorship, recruitment, and stewardship of our corps of nearly 900 Alumni Fund volunteers. They are highly engaged in shaping the volunteer experience as well as maintaining and elevating Bowdoin's annual giving program excellence.

“Bowdoin afforded me so many opportunities that directly influenced my career path in higher education. Though I am grateful for my experience, I feel even prouder of Bowdoin now as it offers more students greater opportunities through its commitment to making the College accessible to all qualified applicants. I volunteer for the Alumni Fund to ensure Bowdoin is always able to do so. It gives me great joy to know the College is a better place—and that volunteers have a direct impact.”

—Shoshana Sicks '04, fund director chair

FUND DIRECTORS' TROPHY

The class agent team from the Class of 1968—Bob Lakin, Tom Sides, Alan Fink, Nat Harrison, and Elliot Hacker—was awarded the Fund Directors' Trophy for 2019–2020. This team wrote letters, sent emails, and made many phone calls in order to connect with every classmate personally. This dedicated outreach effort resulted in a remarkable 84.8 percent participation rate toward their class gift—the highest of any alumni class this year.

Established in 1972 by the directors of the Alumni Fund, the Fund Directors' Trophy is awarded annually to the class or classes that, in the opinion of the directors, achieved an outstanding performance deserving of special mention.

When the agents shared the class gift news with the rest of the class, one member responded, “Congratulations! You guys are doing a terrific and difficult job, probably something like the proverbial herding of cats. The distinction of highest participation is well deserved, and you represent us well and do us credit. Even us small contributors appreciate your work.”

Volunteer Opportunities

Here are a few of the ways that alumni give their time to Bowdoin:

ADMISSIONS

Bowdoin Regional Admissions Volunteer Organization (BRAVO) supports and expands the outreach of the admissions office through the use of active and informed alumni volunteers in the recruitment of qualified students for Bowdoin. Members of BRAVO serve as representatives of the College to students, parents, and guidance counselors in their local communities.

ALUMNI COUNCIL

As the primary representative voice of the alumni body, the Alumni Council works to encourage and celebrate lifelong engagement with Bowdoin, helping to build relationships and loyalty among alumni, and between alumni and the College. Each year, the Nominations Committee invites alumni to submit nominations for new members, and makes recommendations to the full council for approval.

ALUMNI FUND CLASS AGENTS

As leaders of their class's effort, class agents work closely with annual giving staff members to set and meet their respective class dollar and donor goals. Class agents are vital in encouraging philanthropy and building relationships between alumni and the College.

ALUMNI FUND DIRECTORS

Alumni fund directors, selected by the director of annual giving, are dedicated alumni with cross-generational perspectives who serve a four-year term to help support other fund volunteers. Each of the fund directors has served, or previously served, as a class agent.

BOWDOIN REGIONAL NETWORKS

Lead or be part of a committee that organizes events for alumni and parents in your area. Activities are planned for each regional network by committees of alumni volunteers working with the Office of Alumni Relations.

CAREER EXPLORATION AND DEVELOPMENT

Share your story with students who aspire to be your colleagues and collaborators. There are many ways you can get involved next time you're on campus, including career conversations, speed networking, and more.

POLAR BEAR ATHLETIC FUND (PBAF) BOARD

The PBAF board, selected by the directors of athletics and athletic development, are dedicated alumni and parents with cross-generational perspectives who serve a three-year term to help support athletic engagement and fundraising initiatives.

REUNION CLASSES

Class reunions are held every five years and are planned and hosted by volunteer Reunion Committees. These volunteers assist with shaping reunion class programming and help the class achieve its goals around Reunion Weekend attendance, class gift totals, and donor participation rate.

1794 MEMBERSHIP COMMITTEE

This dedicated group of Alumni Fund volunteers is committed to growing a network of leadership annual donors who represent the 1794 Society in the Bowdoin community and champion its mission through education, retention, and recruitment. Committee members are current 1794 Society-level donors who are recruited by the Office of Annual Giving.

2019–2020 FACTS AND IMPACT

BRAVO

- Completed more than 800 off-campus interviews.
- Attended regional interview days in eleven cities.
- Represented Bowdoin at nine fall college fairs.
- Coordinated nearly sixty Bowdoin Book Awards.

Alumni Fund

- Nearly 1,000 volunteers
- Alumni are more than two times as likely to make a gift when assigned to a volunteer.
- Sixty-three percent of all alumni are assigned to a volunteer.
- Norm Cohen '56 is the longest-serving class agent. He started serving in 1966.

Alumni Council members represent the demographics of the alumni body and are from:

- The Classes of 1956–2018
- Twelve different US states and France
- A variety of organizations and industries, including *Fortune* magazine, Pinterest, NCAA, Apple, State Street Corporation, Boston College, Yale University, Microsoft, and more

1794 Membership Committee

- More than 80 percent of annual monetary contributions to the College come from just 11 percent of the donors.

More information about volunteer opportunities—in Brunswick or around the world—can be found at: bowdoin.edu/alumni-families/volunteer or by emailing alumni@bowdoin.edu.