

Update from the  
**Alumni  
Association**  
David Kerns



**A**lumni events with Fort Lewis College are in a state of parallax. Traditional alumni events are marinated in the tradition and lore of what drew a crowd years ago. By simply replicating these traditional events and trying to change as little as possible we are unable to draw new alumni into the fold. We have lost the days of alumni gatherings drawing a large crowd by simply offering beer and hotdogs. As we continue to move forward with engaging alumni events we find that our audience is in flux with their demands of their alma mater.

We had a very successful alumni and community event honoring Dr. Duane Smith's legacy of teaching here at Fort Lewis College a few weeks ago, and the success of the Dr. Duane Smith Last Lecture is a testament to the newer form of alumni engagement that we now strive to deliver. The lecture covered far more than Dr. Smith's nearly five decade career teaching and writing at FLC. Dr. Smith is an irreplaceable member of the Fort Lewis College faculty and by leveraging his tenure we hosted the largest alumni gathering in Fort Lewis College Alumni History.

Just by billing the Thursday night event as "Dr. Duane Smith's Last Lecture" the Community Concert Hall tickets were sold out. Between the 600+ people in attendance, the 48 that watched the live streaming, and the 112 that have watched the lecture "on demand", the evening was an inordinate success. The Alumni Relations staff received compliments from graduates asking for additional alumni events like this one. We also heard about graduates driving as far as 10 hours to attend this lecture for the alumni and community!

We need new ideas and you have been sending them our way via the recent alumni survey. We have received almost a thousand suggestions on how our alumni base wants to engage with their alma mater. The survey tool that we are using allows us to divide and segment our data in order to understand the wishes of specific groups. We may discover that we need to have a new graduate career networking event in Seattle, or host a group of graduates at a spring training game in Phoenix. I strongly encourage you to fill out the alumni survey that was e-mailed to you from [alumnisurvey@fortlewis.edu](mailto:alumnisurvey@fortlewis.edu). We believe this information is very important for the future of Alumni Relations at Fort Lewis College, and the responses that are provided by you will guide our efforts for years to come. The Duane Smith Last Lecture was the recommendation of a graduate who had classes with Dr. Smith over thirty years ago, and he watched the event live from 1,870 miles away.

This survey is incredibly important to the work that we can do for you. In addition, we will also include everyone who completes the survey in a drawing for a new iPad. You have the power to make Fort Lewis College Alumni work for you – thank you for your participation!

Stay in touch,

A handwritten signature in black ink, appearing to read "DK", written in a cursive style.

Dave Kerns  
*Director of Alumni Relations*  
*Fort Lewis College*  
*Office: 970.247.7427*  
[Kerns\\_D@fortlewis.edu](mailto:Kerns_D@fortlewis.edu)  
*Gather Here. Go Further.*