

# Situation Critical: Engaging Alumni When the Going Gets Tough



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Alumni & Parent Relations  
Reed College  
February 24, 2011

# Thesis

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Informing alumni promptly through email, Facebook, and Twitter aids in managing the message and the public discourse that ensues.

# Put best press forward



**ReediEnews** This article includes some well-informed and thoughtful quotes from Bear Wilner-Nugent '95.

## News: An Intervention at Reed – Inside Higher Ed

[bit.ly](#)

President is summoned by federal and state authorities and told college must crack down on drugs. Do 2 heroin deaths in 2 years suggest broad problem or easy scapegoat?

📅 April 26, 2010 at 11:45am · Like · Comment · Share · Promote

👍 9 people like this.



**Laura Ross** Nice to see a balanced, reasonable, non-sensationalistic article on this issue. They could teach Willamette Week a thing or ten.

April 26, 2010 at 11:55am · Like



**Serena Golden** Bear is a sterling credit to Reed and to himself. I know I speak for a whole lot of Reedies when I say I feel the deepest admiration and gratitude for his wisdom and clear speaking. We're fortunate to have such alumni.

April 26, 2010 at 11:55am · Like



**Jemiah Jefferson** Verrrry interesting. I am not pleased about the presence of plainclothes federal agents roaming our campus, looking for people getting high – and if they find them, what will they do? On the other hand, this isn't the first time that the c...

[See More](#)

April 26, 2010 at 12:09pm · Like



**George Bartholomew** So the Feds can't keep drugs out of the country and the DA can't stop drug dealing in Portland, so all of a sudden it's all Reed's fault? The war on drugs is now, once again, the war on intelligent intellectuals. Thanks, Obama.

April 26, 2010 at 12:46pm · Like



**John Sheehy** Bear rocks

April 26, 2010 at 4:40pm · Like



**A. Seth Young** For several years now I've been indifferent to law enforcement. This article has recalled me to why I used to hate the police, and now do again. Thanks, pigs!

April 26, 2010 at 6:19pm · Like



**Dan R. White** When I was at Reed it was said the police never set foot on campus unless they were invited.

April 26, 2010 at 10:31pm · Like



**Sarah Galligan** Even this author conflates the meanings of 'substance abuse' and 'illegal drug use.'

April 27, 2010 at 2:51am · Like



**Greg Byshek** The comments are generally pretty good, as well.

April 28, 2010 at 12:28pm · Like

# Put best press forward

Link & Bundle History: 180 - 190

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# Empower advocates

Steve  
Lafayette  
June 10th, 2009  
2:46 pm

This article is a good outcome for Reed College. First, it confirms Reed's place in the higher education world as the institution that not only refuses to play by the rules but is a leading truth-teller about the current state of higher ed. Many years ago, Reed was the first major college to reject the US News & World Report ranking system for its inherent perniciousness; that positioning statement differentiated Reed from scores of generic brick-and-ivy liberal arts colleges around the country and led in turn to increased applications from prospects who admire the college's forthright attitude, alternative vibe, and willingness to swim against the tide when core ethics are at stake. That early move also generated support from alumni who felt good about their unique and principled alma mater.

Second, it stakes out Reed as a place where, in an age when many colleges are casting and flailing about to survive, Reed is unwilling to compromise its century-old vision of a college undistracted from the educational mission. Few if any other colleges would dare allow a New York Times reporter observe a trustee conversation about trimming financial aid and admitting more full pay students as a budget balancing tactic. The article, however, portrays Reed's trustees as deeply concerned about and ultimately unwilling to compromise the college's core mission -- to provide the highest quality liberal arts education via small rigorous classes taught by deeply involved instructors -- even if it means turning away kids who need more financial aid.

Third: though perhaps not intended, the article serves as a siren call for alumni who love Reed but wish their College was more more diverse and egalitarian to open up their checkbooks and send in a major donation. It's not going to happen otherwise. Steve Jobs, are you reading this? You can solve this problem right now.

Finally, the article is currently the second most popular NYT article of the day, and it's generated more than 187 comments. That kind of exposure gets people, prospects, alumni, and potential donors thinking about Reed. Which is more than most college presidents can say about their institutions this morning.

# Empower advocates



**ReediNews** Lena Eberhart '01 and Sarah Rose Weinman '00 responded to last week's NYT piece with this astute letter. ✕

[Letter - Drug Use at Reed College - NYTimes.com](#)

nyti.ms  
content

 May 6, 2010 at 12:10pm · Like · Comment · Share · Promote

 14 people like this.



**Anna DiBenedetto** Short, sweet and articulate. Yay Reedies!  
May 6, 2010 at 12:23pm · Like



**Jason Rosenbaum** Nicely done.  
May 6, 2010 at 2:51pm · Like



**Eric Bowman** Meh.  
May 7, 2010 at 2:23am · Like

Write a comment...

# Empower advocates

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<input type="checkbox"/> 168 out of 168	<input checked="" type="checkbox"/> <b>Letter - Drug Use at Reed College - NYTimes.com</b> <a href="http://www.nytimes.com/2010/05/05/opinion/1web05reed.html?ref=opinion">http://www.nytimes.com/2010/05/05/opinion/1web05reed.html?ref=opinion</a> nyti.ms/dplHgv - Copy
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## **Monitor conversations**

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More examples of the articles we shared on our ReediEnews page on Facebook and alumni responses to them.



**ReediEnews** As noted by Reed Magazine, the NYT is piling on as well...



**Reed College's President Is Told to Crack Down on Campus Drug Use - NYTimes.com**

nyti.ms

Two overdose deaths in two years at the small liberal arts college in Oregon have drawn the attention of law enforcement authorities.

April 27, 2010 at 9:42am · Like · Comment · Share · Promote

Mingus Mapps likes this.



**Blake Carper** OMG, there are drugs at Reed, I had no idea.

April 27, 2010 at 9:58am · Like



**Michelle Jenny** Infamous. Isn't that part of the allure?

April 27, 2010 at 10:16am · Like



**Mark Magee** I'm more concerned about why NY Times still uses the old abbreviation Ore. for Oregon.

April 27, 2010 at 10:36am · Like



**Mark Magee** "When you say Reed, two words often come to mind," Mr. Diver said. "One is brains. One is drugs." Way to go, Colin. Play right into pop. media hysteria. As an alum, I think of the word Respect (for student autonomy) well before I think of drugs.

April 27, 2010 at 10:40am · Like



**Sarah Galligan** As co signator of the y2k renn fayre I'm glad that the border patrol aspect we initiated is being cited as a student self-monitoring body at the celebration. I hope this Big n' Tough arms of the law hysteria doesn't interfere with the honor code system, Reed's more important self monitoring system. Perhaps students need this brief infringement to feel as if another's illegal drug use should/could be considered an honor code violation?

April 27, 2010 at 11:06am · Like



**ReediNews** "Like other colleges across the country, Reed has long confronted the intractable problem of drug and alcohol abuse." Learn more about Reed's approach, as reported by [Reed Magazine](#).



**Reed College | Office of Admission | Confronting Drug Abuse at Reed**

[bit.ly](#)

"The use of hard drugs destroys lives and destroys the college. We have to drive this off campus and out of the lives of our students."—President Colin Diver

📅 April 29, 2010 at 4:15pm · Like · Comment · Share · Promote

👍 3 people like this.



**George Bartholomew** Yeah. Sucking up to authority and assuming people can't make their own choices is the essence of Reed.

April 29, 2010 at 6:30pm · Like



**Alison Markson** Where are the outreach/education programs to students after orientation/frosh entry? Do they exist?

April 29, 2010 at 8:42pm · Like



**George Bartholomew** @Alison- What sort of education? When I was at Reed a quarter century ago, it was called "the library." People researched the compounds they were considering ingesting. Is your theory that Reedies today aren't smart enough to look things up for themselves? That they are hopelessly impulsive? Are Reedies today conformist enough to respond to "education" or "outreach?" Or did you mean, perhaps, "re-education?"

April 29, 2010 at 9:35pm · Like



**Theresa Swayne** Education is a neutral term. Just because you and I probably had the same "drugs are bad, m'kay" crap thrown at us in high school, doesn't mean it has to be that way. The student-produced student handbook used to have detailed, useful, impartial info about drugs' effects, and it looks like the admin is striving to follow science-based advice to the extent it legally can do so (pending sensible revision of drug laws).

April 30, 2010 at 8:24am · Like



**ReediEnews** Word has it that Willamette Week will be reporting on Renn Fayre (again?!) in tomorrow's issue; we encourage you to look for the article online tonight and add your perspective on this revered tradition.

May 4, 2010 at 4:42pm · Like · Comment · Promote

 **Mingus Mapps** likes this.



**Anna DiBenedetto** Renn Fayre RULED this year :-)

May 4, 2010 at 4:56pm · Like



**Jay Cosnett** Barf.

May 4, 2010 at 6:07pm · Like



**Andrea Riseden-Perry** Tempest in a tea pot...good lord, isn't there any other major injustice in the world to focus on?

May 4, 2010 at 6:50pm · Like



**Patrick Sullivan** Yeah, how was Renn Fayre this year? How conspicuous were the undercovers? did the show go on?

May 4, 2010 at 7:33pm · Like



**ReediEnews** @Andrea, great observation! tell WW on its blog?

May 4, 2010 at 8:27pm · Like



**ReediEnews** @Patrick, see yesterday's post re: a good time had by all and no police action. as for "undercover" types, how will we ever know for sure? there's awkward and then there's Reedie awkward. ; )

May 4, 2010 at 8:30pm · Like



**Michael Fender-Westwind** Spot the REAL Reedie!

May 4, 2010 at 9:26pm · Like



**Eric Bowman** <http://wwweek.com/editorial/3626/13994/>

May 5, 2010 at 5:36am · Like



**ReediNews** A slideshow of the real Renn Fayre: Reedies under the influence of pure, unadulterated joy!



**Reed College Admission Office**

[bit.ly](http://bit.ly)

Renn Fayre is a campus-wide end-of-the-year festival that celebrates the end of the academic year and seniors culminating thesis experience.

May 5, 2010 at 12:18pm · Like · Comment · Share · Promote

6 people like this.



**Andrea Riseden-Perry** Hey, they didn't have bouncy houses when I was there...no fair!

May 5, 2010 at 1:15pm · Like



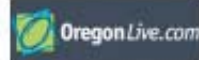
**Mark Magee** Best comment from Gawker post: Reed students should be commended for finding a way to make a Renaissance Fayre bearable.

May 5, 2010 at 7:29pm · Like

Write a comment...



**ReediNews** The Oregonian columnist Anna Griffin speaks to Celia Hassan '11, student body president, and acknowledges that "If everyone on campus is a stoner, why do so many Reed graduates do so many great things?"



**U.S. attorney's letter to Reed College first step in a much-needed drug education | OregonLive.com**

[bit.ly](http://bit.ly)

College students experiment. They change hairstyles, majors, even sexual orientations. And at Reed College, as on most campuses, some experiment with illegal drugs. That's the way it's always been. Smart ...

May 5, 2010 at 11:00am · Like · Comment · Share · Promote

3 people like this.

Write a comment...

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