

JOHNS HOPKINS UNIVERSITY ALUMNI COUNCIL
EXECUTIVE COMMITTEE MEETING
MAY 2, 2009
MINUTES

Welcome and Introductions: Gerry Peterson, NUR '64, Alumni Council President

Gerry welcomed everyone and opened the meeting by saying that she has felt very privileged to represent Johns Hopkins throughout the many recent activities including Homewood Homecoming & Reunion. She then asked for introductions around the table.

Alumni Relations Update: Sandra Gray, A&S '76, Executive Director of Alumni Relations

- Sandra reported that there are currently no staff vacancies, all positions are filled offering full Alumni Relations support.
- An overview of Johns Hopkins University Alumni Association and Alumni Relations was provided in each attendee packet.
- Homewood Homecoming & Reunions on April 17-19 attracted more than 4,000 alumni and friends to campus. Details of this and other news can be found in the Johns Hopkins Highlights also included in packets.
- She also directed attendees attention to the SOBA newsletter placed at each seat, an excellent result from program initiative funding. These were coordinated by Milton Simpson in Atlanta, GA and were mailed to 5,200 black alumni.
- Sandra announced that the Alumni Relations staff will be moving from Steinwald Alumni House to the San Martin Center on July 18th. Steinwald staff will be joining the Development and Alumni Relations colleagues in San Martin. The new offices are beautiful with plenty of natural light, very modern and efficient. The move will be announced in an upcoming issue of the magazine and JHUpdate.

Policy & Long Range Planning: Ray Snow, A&S '70, First Vice President and Chair

Ray Snow, joined by Terry McBride by telephone, discussed the updated JHU Strategic Plan Scorecard – Apr 09 found in each attendee packet. Since the scorecard was well-received at the January meeting, they will make this tool an integral part of each meeting. While it is still a work in progress, the scorecard is a succinct way to present the measurement, metrics, and progress of the development plan. They noted that the handout was changed since January, and there will be more changes to add after the meeting today. It will be distributed prior to the September meeting. The Alumni Brochure also included in the attendee folders is an excellent example of Alumni Association measurement.

Ray and Terry pointed out that, while numbers give a quantitative report, there are other common threads underlying all goals that answer the question “How do we measure success?” The Policy & Long Range Planning Committee would like to turn to the Council for guidance and would love to hear feedback from other Council members.

To answer Gerry Peterson’s question about whether metrics would be the same for each goal, Terry McBride answered that generally speaking, in order to give continuity and a comparison of best practices across all goals, yes, the metrics should be consistent. Jesse Jacoby suggested that poll surveys would be an interesting way to get effective alumni feedback data. Mary Shaub further suggested that these surveys should also ask clarifying questions. For example, ask a yes/no question and then a follow-up question. For example: “If you answered no, what would it take to make your answer yes?” This will give us a better idea of what factors are impacting the data.

Budget & Finance: Cecilia Lenk, ENGR '76, Treasurer

Cecilia Lenk referenced the budget report FY 2009 Year-to Date (as of 4/27/09) and FY10 Proposed from attendee packets. She reports that, looking ahead to 2010, income and revenues will be

down, caused by a decrease in the projected credit card income, based on contract negotiations and changes in Bank of America practices. Cecilia brought specific attention to the KnowledgeNET line item. The cost of the annual subscriptions is \$30,000. Research with other peer institutions has shown that they all offer equivalent alumni services, and JHU inCircle participation numbers are growing, which explains the expense. The committee will have a chance to revisit this line item.

Alumni Benefits and Services Committee: Jim Phelps, A&S '72, Chair

Jim Phelps was unable to attend meeting in person, but presented this committee report via a video detailing the handout in attendee packets. The following is an outline of the handout:

- Overview of '08 – '09 Activities
- **Activities**
 - Revenue-raising Benefits and Services
 - Other Benefits and Services
 - Assessment: How is JHU doing re Benefits and Services
 - Outreach to Divisions
 - Comprehensive survey of other colleges and universities
- Revenue-raising Benefits / Services
- **JHU Affinity Credit Card**
 - **Actions:** RFP process completed; Bank of America contract received, in review process
 - **Results:** 7 year deal; \$325,000 min / year; expect to launch expanded publicity program to alumni, faculty, staff, etc.
 - **Comments:** though a reduction in annual payments (from \$410K), viewed as a success given the economy
- **Amazon.com “Associates” Website Link**
 - **Actions:** received agreement by Barnes & Noble that a web linkage does not violate exclusivity arrangements vis-à-vis JHU Bookstore.
 - **Results:** ready to implement; precise timing TBD
 - **Comments:** \$\$ success depends on usage; Key will be communications to Alumni and other users
 - **Council Actions:** *formal approval; involvement of MarCom Committee*
- **JHU Affinity Program with “Travel-On”**
 - **Actions:** Initial consideration of 3rd party offer to provide travel services to alumni via website linkage/portal
 - **Results:** Vendor in fast-track mode; project tabled with negative implications
- **JHU Affinity Program with GEICO**
 - **Actions:** Initial consideration of offer to provide insurance quotes to Alumni
 - GEICO pays “per quote” *plus* a meaningful (\$35 K) Homecoming or other sponsorship (est. \$70+ K all in /year)
 - Stanford has this program
 - **Issues:** Current Liberty Mutual arrangement
 - Represents potential 2x net revenues to JHU
 - **Next:** Univ. counsel to examine exclusivity terms with Liberty Mutual; potential discussion with them re amendment?
- Other Benefits / Services Efforts
- **Dept of Athletics / BJU Lax Ticketing**
 - **Actions:** opened communication lines re Final Four and other ticketing advantages for Alumni
 - **Status:** no significant developments to date
 - Tail-gates, bus rides and other activities still sponsored, but no major changes
 - Alumni office can make available a limited number of tickets to Lifetime members

- *Next*: Committee to reconsider other approaches
- **KnowledgeNET**
 - *Actions*: began initial review of costs/ benefits; surveyed peer institutions’ alumni web sites
 - *Initial Findings*:
 - Virtual library access: reasonably common in peer institutions
 - “Free” or linked to a specified min. level of annual giving
 - Free access to licensed databases (ala KnowledgeNET) far less common
 - *Next*: Continue consideration of alternatives; potential meeting with Sheridan Libraries Staff; issue recommendation to Council
- **Approach by Short-term Health Insurance Administrator**
 - *Actions*: willing to accept quotation for services; focus on young alumni and new graduates
 - *Initial Findings*:
 - None as of yet; this issue reviewed negatively by Univ. Counsel in the past
 - Alternative: put healthcare options on website **or** distribute info to students at graduation
 - *Next*: Continue consideration of alternatives; issue recommendation to Council
- Assessment: How is JHU doing?
- Data collection re two audiences:
 - Current students in Divisions
 - Survey of other institutions
 - Divisional efforts: initiated
 - Homewood (Kreiger; Whiting; Young Alumni)
 - Peabody
 - *Next*: Propose enhanced use of Divisional Reps to expand effort
- Comparative Research: Other Institutions
- 54 colleges / universities; nationwide
 - (See Appendix)
- Objectives:
 - How does JHU stack up as of today?
 - What other services / benefits might we add?
- Analysis: an “eyeball” approach (non-evaluative)
 - JHU benefits: “basic” “dues-payer” and “Lifetime”
 - vs “all institutions” and vs “Group of 4”
 - Cornell, Duke, Penn, Stanford
- Benefits / Services Comparative Research
- *All schools*:
 - forward e-mail; have career services/networking; travel
- Overwhelming majority have dues = \$0
- Common use of
 - Facebook, InCircle, LinkedIn
 - Virtual library access common (“KnowledgeNET” less so)
- Level of benefits correlated to size of school
 - Small liberal arts colleges: quite modest benefits
- Wide range of approaches; some surprises:
 - Harvard: singularly undistinguished
 - Emory: quite comprehensive
- Hopkins:
 - Among the broadest of all programs
 - 3 tiered program is novel (“all alums“ “dues payers” “Lifetime”)

- Dues: in line with those that do indeed charge
 - N.B.: Approx 80% of sample operates on “no charge” basis
 - BUT: Do alumni recognize this?
- Summary:
 - Difficult to find 5 schools that do it better than JHU
 - **Conclusion:** Top decile vs. “all schools”
 - See below vs. “Group of 4”
 - Comparative Research: JHU vs “Group of 4”
- Overall:
 - Ahead of Cornell and Duke
 - About even with Stanford
 - Only Stanford differentiates dues payers/non-payers
 - Probably behind Penn
- JHU website (current) can be improved
 - To demonstrate benefits/levels more clearly
- Additional benefits and revenue opportunities exist
- Comparative Research: Additional Benefits
- 3rd party online career services, Career coach chat function, IM librarian chat/advice, Feedback to Council link, Ringtones / screensavers /alumni address labels, Prospective vendor input function Identity theft protection, Bally Total Fitness, Club Quarters/Choice hotels, Stevens Van Lines, ZipCar , Kaplan courses, NetFlix, Pro sports tickets, Short-term health insurance
- ABAS: Next Steps
- Amazon:
 - Work with MarCom Committee re publicity
- BJU / Athletics
 - Attempt to implement for next year
- GEICO; Short term health insurance
 - Continue consideration and report to Council
- Research / inquiry efforts
 - If approved by Council, work with Divisional reps
 - Fine tune “research” on other schools
 - Compile / prioritize list of additional benefits to be considered
- Other
 - As directed by Executive Committee or as opportunities arise
- Appendix: Colleges / Universities Reviewed
- JHU, Brandeis, Brown, UCLA, Carnegie-Mellon, Case Western, U of Chicago, Columbia, Cornell, Duke, Emory, George Washington, Georgetown, Harvard, Lehigh, MIT, U of Michigan, NYU, UNC- Chapel Hill, Northwestern, Notre Dame, U of Penn, Princeton, Rutgers, USC, Stanford, Tufts, Vanderbilt, U of Virginia, Wake Forest, Wash U (St Louis), William and Mary, U of Wisconsin, Yale
- Appendix: Colleges / Universities Reviewed
- Amherst, Barnard, Bowdoin, Bryn Mawr, Bucknell, Carleton, Claremont McKenna, Colgate, Davidson, Hamilton, Haverford, Middlebury, Oberlin, Reed, Swarthmore, Wellesley, Wesleyan, Williams

At the end of the video, Tain Tompkins made a motion to approve the implementation of the Amazon program link on the JHU website. Vote was taken, motion was passed.

Awards & Nominations: Wes Fredericks, A&S '70, Chair

Wes Fredericks directed attention to the two page handout included in attendee packet. There were 34 new first term nominees. All were extremely well qualified, and are being added to the Council to bring in new ideas. Page one lists the 17 Alumni Council Nominations for 2009 – First Term

Appointments. There were 24 Alumni Council members whose first term was expiring. Page two of the handout lists the 19 who were re-elected for a second term. He stated that nominations give a broad representation of engaged alumni that cross all divisions. The number of 2009 nominations is in keeping with the long-term strategic plan to reduce the size of the Alumni Council from 150 members to 75 members in the next few years; the Alumni Council will have 110 members in 2010.

In answer to Ricky Fine's question about how nominees are notified, Wes answered that President Daniels will send a letter in June. All nominations are confidential until notification.

He shared the information that former JHU President William R. Brody would be the recipient of an honorary degree at this year's commencement ceremony and that the committee voted to give Wendy Brody the Heritage Award at that time. Her award is very confidential.

The Alumni Council's recommendations for nominations to the Board of Trustees have been made. Voting will take place during the Trustee meeting tomorrow, and an announcement will be forthcoming. A sub-committee is being formed to create a forum for future nominations. This entails a significant amount of work. Their goal is to get individuals involved in creating a standardized, user friendly online form.

Lifelong Learning: Ana Zampino, A&S '01, Chair

(Report given by Gerry Peterson for Ana, who is getting married this weekend!)

The committee met last in March, and they will meet again next week. New ideas are under discussion.

Upcoming events include:

- Alumni College in Charleston featuring the Spoleto Festival and Peabody musicians, June 4 – 7, 2009. At this time, 22 have signed up plus the professor and staff host. Detailed brochure is included in attendee packet.
- Alumni College in St. Michaels' – tentative plans for Oct 2-4, 2009. Event will focus on the Chesapeake Bay.

Other committee activities:

- Podcasting: JHU continues to tape lectures and add to the alumni website <http://alumni.jhu.edu/podcast/index.htm>
- iTunes U: coming soon...
- Online Book Club: <http://alumni.jhu.edu/bookclub/> currently has 246 members on inCircle. We have created an email list for the book club so we can more readily communicate with them. (InCircle does not accommodate direct emails.) The February selection had 18 posts for the online discussion, the April selection had fewer posts. June book introduction is being taped next week. The committee will start looking at new books for the fall.
- Webpage for Lifelong Learning: <http://alumni.jhu.edu/traveleducation.htm>
<http://alumni.jhu.edu/lifelonglearning/>
- Faculty Advisor: The committee is still discussing the proposed job description.

Reports from Divisional and Alumni Representatives:

Bloomberg School of Public Health: Toan Le SPH '98 (report given by Ricky Fine)

Student Representative: Pritika Chatterjee

Society of Alumni

-Sponsored receptions

- Social Responsibility of Science Conference Hopkins Biotech Group
- Aerospace Medical Association

-Dean's Alumni Advisory Council Meeting April 30, 2009

-Co-Sponsored African Public Health Network (APHN student group) *Africa Week*

- Joint event with World Health Organization (WHO)
- Other JHU divisions were asked to join in event, focus on family initiative
- Chapter Meeting
 - Geneva Chapter Meeting on March 5, 2009
- Chapter Receptions
 - Receptions with alumni in Hong Kong, Singapore, and Taiwan
 - Ricky Fine will be traveling with Dean and Faculty on this trip
- Alpha Chapter of Delta Omega*
- Scholarship and Poster Competitions February and March 2009
- Annual Induction Ceremony May 5, 2009
- Magazine*
- Was awarded Gold category by CASE
- Sent to every Governor in US – important focus on guns and their impact on public health

School of Nursing:

Gerry preceded remarks by noting that this marks the 120th Anniversary of the School of Nursing.

JH Nurses' Alumni Activities – Anna Alt-White , NUR '67

- Alumni/Prospective Student Receptions in San Diego, LA, San Francisco, Atlanta and NYC. Generally we have a panel of 8 – 10 alumni attend these receptions to talk about the SON program and answer questions the students might have. The feedback has been very favorable. The students feel they get the “real” story from the recent alumni.
- Current students have little opportunity to spend time at Hopkins Hospital and to know the history of the institution. They only do one or two clinical rotations there. We offer history tours of JHH for the students;
- We presented the HBO film “Something the Lord Made” (Vivian Thomas and Dr. Blalock development of heart surgery) to the students; again to provide more history of JHH;
- Sponsored two networking suppers for alumni and students; one for undergraduates and one for grad students. Alumni panel to discuss various areas of nursing;
- Contributed and sponsored activities for Diversity Week; Return Peace Corps students do exhibits and displays from the countries where they worked; various speakers discuss other populations;
- Assisted the students with ‘share days’ on units at various hospitals;
- Connect students with alumni in locations around the country and overseas;
- Sponsored two informal brown bag lunches with the Dean for the students
- Starting a Student Ambassador program at Nursing (expansion of the JHU Student Ambassador program)
- The last tradition in Nursing is the Pinning Ceremony. Each graduating student receives the Hopkins nursing pin (the seal of the University) from the Hopkins Nurses' Alumni Association;
- Sent out double-sided postcard to gather alumni information and request for dues payment. We have had a fairly good return on our mailing (approx 300 cards) gaining additional e-mail addresses and professional information as well as a slight increase in dues paid.

Student Activities – Eden Stotsky, NUR '09

Student involvement thanks to funds from the Alumni Council.

- National Student Nurses Association planned a spring break trip to New Orleans to help build houses and support victims of hurricane Katrina
- The student run WIC program (Women, Infants and Children) Center developed an “Eating fine in 2009” program for 13 families at the Wald Center
- The Returned Peace Corps Volunteers planned various activities at the School of Nursing for Diversity week – panel discussions and speakers from diverse backgrounds on health issues facing their communities; displays from many different cultures;
- The Wald Wellness Program for the women at the Wald Transitions Center.
- Students provided a foot care clinic for Baltimore City residents with diabetes;
- Exercise video produced by the SON students for the elderly living at Apostolic Towers (a senior apt complex) with a health suite run by the SON faculty and students.
- Following the Pinning ceremony, the Classes hold their “graduation” party. The students very much appreciate the funding received from the JHU Alumni Association for this special celebration.

Student involvement:

- SON Port to Fort Run team benefiting Believe in Tomorrow Children’s Foundation
- SON Relay for Life team benefiting the American Cancer Society

Student Travel Opportunities for learning:

- Students were able to do their Public health rotations in Haiti, St. Croix, and St. Vincent’s.
- A number of students will do their seven week Transitions practicum in hospitals in Beijing, United Arab Emirates, and Singapore
- Within the United States, students also did Public Health rotations with a Amish community and in North Dakota with native Americans

School of Medicine: William Jarrett II, MED ’58

The Biennial Meeting of the Johns Hopkins Medical and Surgical Association and Reunion Weekend is scheduled for June 4-7, 2009. Some highlights include:

Friday, June 4 morning

- There will be 19 different academic program offerings running concurrently.

Friday, June 4 afternoon

- President Ron Daniels to join Ron Peterson (President of JHH) and Dean Miller to give an update on Johns Hopkins
- In the late afternoon, the Award and Portrait Presentation Program will honor 31 award recipients and 7 portrait honorees

Saturday, June 5 morning

- Programming will focus on the new curriculum and the Colleges Advisory Program

Saturday, June 5 evening

- 26 reunion class events!

Other news: There are now 23 Endowed Professorships, Chief Resident newly endowed yesterday Monte Carlo Night, run by faculty, raised over \$4,000. These funds are used to sponsor a high school student throughout the Hopkins program.

79th Annual Turtle Derby – raises funds for the Pediatric Hospital

Student Activities – Steven Chen, MED ’09

Steven Chen started his report by thanking everyone for the invaluable experience he has gained by participating on the Council for the past three years. He introduced the incoming student representative, **Satish Misra**.

- Dr. Sarah Cleaver named new Assistant Dean for Student Affairs, May 1
- 18th Annual Alumni Excellence in Teaching
- Research Day, May 18
- Revisit Weekend – 130 prospective students to fill 120 spots
- Match Day on March 19 – fourth year students find out their match to residencies
- White Coat Ceremony, March 23 – first year students receive their white coats and stethoscopes
- House Staff Orientations scheduled for late June
- Medical and Graduate Student Orientations scheduled for late August
- New Armstrong Medical Education Building dedication Saturday, October 24, 2009
- New students entering this September (Class of 2013) will be the first class to experience the new *Genes to Society* curriculum. This will be a Pass/Fail system. This new curriculum is being watched by Liaison Committee on Medical Education (LCME) which is recognized as the accreditation authority of M.D. programs.
- Pharmaceutical companies can no longer speak to students without educational content and faculty presence

Carey Business School: Jesse Jacoby, BUS '02

Alumni Update

3rd Annual Entrepreneurship Conference - *Entrepreneurship in Uncertain Times*

The day's speakers included Carey alumni, Todd Breighner MBA '00, Ann Costlow MAS '90, Sam Huleatt MBA '08, Kam Khare MBA '01 and Arthur Spivey MBA '03.

Business Plan Competition

Carey Business School Corporate Advisory Board member, Peter Bain, Dean's Alumni Advisory Board member, Vik Subbu MS Biotechnology/MBA '07, and alumnus Joel Braunstein MBA, Medical Services Management '04 were all judges for this year's competition. There were a total of 14 teams, 2 Carey students in the finals. This event features a positive integration of students and alumni.

Alumni Mentor Program

The School just launched its first Alumni Mentor Program as a pilot in February. 23 current MBA students and 23 alumni of various programs have committed to work together through the end of this calendar year. The focus of the program is to provide an opportunity for current students to communicate and develop relationships with alumni who have specific business experiences, in order to gain insight and perspective on industry and function skills, expectations, trends, and career opportunities/paths, as well as navigating the MBA educational experience.

Beijing Reception with JHU Alumni and Dean Gupta

The School hosted a small reception in Beijing for all Hopkins alumni. It was a chance for individuals to come and meet Dean Gupta and hear about the progress and the plans for the new School and the launch of our Global MBA. About 13 alumni attended--although the Carey Business School does not have any alumni in Beijing.

OD Panel Discussion

Held on February 18, the event was a chance for alumni of the program and current students to network and hear about trends in global consulting. This is the first in a series of events OD will have for alumni and current students in the coming year.

Leaders + Legends

The monthly breakfast series concludes this month on May 14, with Chairman Emeritus of Flowers Foods Amos McMullian. The series has been incredibly successful in engaging the

School's alumni and larger community as well as the Baltimore, greater Maryland and DC business community.

Alumni Awards

Six Carey Business School Alumni will receive Alumni Awards this year. All the awards will be given at our first Honors and Awards Ceremony on May 14 with the exception of the Heritage award—that will be given at our graduation ceremony on May 19 at the Meyerhoff. They are:

- William Ginder 1954 – The Heritage Award
- Andrew Klein, MD, 1999, 2002 – Distinguished Alumnus/na Award
- Michelle Singletary 1993 – Distinguished Alumnus/na Award
- Denice Cora-Bramble, MD 2003 – Distinguished Alumnus/na Award
- Bryan McMillan 2000, 2002 – Outstanding Recent Graduate Award
- Manisha Bharti 2005 – Outstanding Recent Graduate Award

Two Programs in Development

The Alumni office is currently developing two new alumni programs—one is an Alumni Ambassadors program to assist with Admissions, the second is in collaboration with current MPH/MBA students to build an alumni and current student organization to promote interaction and engagement with current students and alumni of the program.

DAAB Nominations Process

The new Dean's Alumni Advisory Board has developed a nominations committee and process which they have implemented this spring. We have recruited 7 new members of the Board which represent various parts of the Carey Business School's alumni population and these new members bring the Board up to 25 members. They will start during Leadership Weekend in October.

Graduation

Graduation will take place on May 19, 2009. The keynote speaker will be Dick Persons/CEO of Citigroup.

Communications

- 2nd Issue of *ONE* will be out later this spring
- New Web site will launch later this spring

Student Update: Will Mahan, BUS '10

Johns Hopkins University Ring Ceremony

Carey students joined students from other divisions and members of the Johns Hopkins Alumni Association on Sunday, April 19 for the University ring ceremony.

3rd Annual Entrepreneurship Conference

The 3rd Annual Entrepreneurship Conference, *Entrepreneurship in Uncertain Times*, was held in DC on March 21 and was very successful with over 100 current students, alumni and friends of the School in attendance.

Business Plan Competition

This year's Business Plan Competition attracted 42 team entries several teams from the Carey Business School. Semi-finalists from the School were Lee C. Mitchem, Silvia Garcia, Denish Patel, and Jennifer Kacmarcik. Two Carey School students, Kenneth Beresh and Ateret Haselkorn, were among the finalists.

Finance Club's Industry Leader Lecture

On Thursday, April 30 in Washington, DC, the School's Finance Club held its second annual spring lecture featuring David Rubenstein, a member of the Johns Hopkins University Board of Trustees and managing director of The Carlyle Group—one of the world's most successful private equity firms. 75 alumni and students attended.

Kreiger School of Arts & Sciences: Robert Duncan, A&S '71

Guggenheim Fellowships

Six Arts and Sciences faculty members have been awarded the prestigious Guggenheim fellowships for 2009-2010. This is an astonishing success given the small size of the School and the fact that only 180 total were awarded. The only one other university receive as many was Princeton—and that was for their entire University, not just the college

Recipients: Amanda Anderson and Richard Halpern in *English*
Veena Das in [Anthropology](#)
Barbara Landau in [Cognitive Science](#)
Theodore Lewis in [Near Eastern Studies](#)
Robert Moffitt in [Economics](#)

Read more: <http://www.jhu.edu/~gazette/2009/13apr09/13guggen.html>

American Academy of Arts and Sciences

Three faculty members have been elected into the American Academy of Arts and Sciences. One of the three is our new president, Ron Daniels, who has a tenured appointment in the Department of Political Science.

Also elected were Jane Guyer in anthropology and Barbara Landau in cognitive science.

Read more: http://www.jhu.edu/news_info/news/home09/apr09/aaas.html

New Chaplain

The new Johns Hopkins University chaplain has been named and will assume full time duties on July 1st. He is the Rev. Albert Mosley, who earned his undergraduate degree at Duke and his MA in sacred theology from Yale. He comes to us from Philadelphia, where he served at the Eastern Pennsylvania Conference of the United Methodist Church, as well as the assistant director of the Center for Civic Engagement and as an adjunct professor at Drexel University, where he taught courses in subjects ranging from comparative ethics to public life and leadership.

"I was attracted to the chaplaincy at Johns Hopkins because of the university's genuine commitment to developing and fostering meaningful dialogue among persons all along the faith spectrum," Mosley said. "This dialogue is especially significant at this point in the history of our nation and in the history of our world. My impression is that Johns Hopkins is one corner of the world where a sincere effort is placed upon building a unique and inclusive community of faith that has as one part of its core values tolerance and a willingness to engage otherness."

Read more: <http://www.jhu.edu/~gazette/2009/26jan09/26mosley.html>

East Asian Studies Program

I wanted to highlight some of the work being done in our East Asian Studies Program, which is growing by leaps and bounds under the leadership of dynamic director, Kellee Tsai. Dr. Tsai is leading the effort to prepare our students to work effectively with the fast-growing Asian countries. Students are very interested in this course of study. She has initiated classes in language study, the most basic building block for success in this arena. Partnering with the Language Teaching Center, Dr. Tsai has initiated and vastly increased course offerings in Chinese, Japanese, and Korean. She has been innovative in how she reaches out to students, creating a Facebook group for Hopkins East Asian Studies students; securing funding for research and travel grants for undergraduates; and initiating "weekly language corners," at which native Chinese, Japanese, and Korean speakers meet with students in an informal social setting to practice their language skills.

Read more: <http://sites.jhu.edu/east-asian/index.html>

Student Update: Jeremy A. Batoff , A&S '09

Even as we meet here this morning, downtown the annual **Kinetic Sculpture Race** is underway. The race is sponsored by the American Visionary Art Museum and features imaginative, human-powered works of art designed to travels both on land and through water. This year a group of undergrads, many

of whom are enrolled in our Museums and Society Program, have constructed and entered a giant bicycle-propelled blue jay. Let's hope they win!

Race: <http://www.avam.org/kinetic/index.html>

Museums and Society: <http://sites.jhu.edu/museums/index.html>

Graduation Speaker - At the upcoming Arts and Sciences graduation ceremony, May 21, 2009, we are honored that our speaker will be Nancy Pelosi, the Speaker of House for the United States House of Representatives.

Spring Fair – It didn't rain! One highlight was an outdoor concert enjoyed by many.

Film Competition - The second annual 2009 Homewood Student Video Competition took place on April 19th. The competition was open to Homewood undergraduate and graduate students who were asked to make a 2-3 minute video about life as a Hopkins student. They were judged on technical merit, creativity and success in promoting some aspect of Hopkins student life. Films could be in any genre: documentary, musical, action film, horror movie, drama, reality show, comedy, or adventure. First prize went to Noel Sanjuan and Robert Hyynh for their entry "It Seemed Like a Good Idea at the Time."

Read more: <http://www.jhu.edu/video-competition/09/>

Finals – Homewood campus is heading into finals time – palpable feel across campus.

Committee Reports (cont.)

Student Grants & Programs: Anne Marie McKenzie-Brown, MED '87 Chair

(Report given by Mary Shaub)

Spring 2009 Student Organization Grant Funding handout in attendee packets.

Overview:

- We received 27 grant applications totaling \$32,000 of funding requests
- 21 applications were funded, 6 were not funded
- Average funding allocation: \$994.00 per funded application
- \$20,879.00 of funding distributed during this cycle

General Comments:

- Focus was on groups that spanned multiple divisions and/or had a broad impact on the university and/or local community
- The grants were split into three tiers after reviewer rankings were tallied (high, medium, and low) and then funding decisions were made via a teleconference
- Recipients are expected to fill out a brief online mid-term report and final report as a condition of their funding

What's Next:

- Unlike previous years, next year will be reduced to one funding cycle. The Office of Alumni Relations will heavily publicize the change to ensure that student groups are aware.
- This will allow the Student Grants and Programs Committee to begin to focus on other aspects of the student experience outside of grants distribution.
- Lastly, the Alumni Association will give key chains again as this year's graduation gift, and spiral-bound notebooks as the orientation gift.

Social & Career Networking: Mary Shaub, SPH '89, Chair

Mary thanked the Council for their participation, especially Pat Conklin, Toan Le, and Terry McBride for their work on the inCircle survey, which was sent to all nine divisions.

Social Networking

All were in agreement that implementing a networking site with good information and good communication is an essential challenge.

Strengths of inCircle:

- Harnesses the entire JHU community
- It is an amazing resource

It is forever green

Weaknesses of inCircle:

There has been difficulty in logging in
Working on interlinking Facebook with inCircle
Keeping information up-to-date
Competition with other social networking sites

Features/Improvements to be made:

More interaction
Better marketing, more use

Most important challenge:

How to promote nationally and internationally, how to get more people log on

Career Networking

All were in agreement that the JHU Career Office and the Alumni Council are not effective in career networking. There is a need for the career office to connect with current events, and the Alumni Council is not seen as a career resource. Additionally, it is generally felt that students do not know about or interact with the Alumni Council.

In summary, although inCircle is a great resource that is up and running, there is an opportunity for it to grow and have better marketing. More importantly, responses on the survey suggest that a personal touch is still a major component to social and career networking. While inCircle issues continue to be worked on, there is a need to work on networking issues outside of inCircle as well. Participation in Career Fairs and mentoring opportunities with students is vital.

Marketing & Communications: Peter Byeff, MED '74, Chair

Peter reported that the committee has had several teleconferences since the January meeting. They are working on two main issues:

1. Web-site

Anticipated launch is still on track to be June or July.

There is now a link to Alumni Association on Facebook. This was put in place by a Meyerhoff intern. There are 547 fans of Alumni Association to date.

2. Membership – Statistics

Thanks to Tain Tompkins and Kirsten Lavin for compiling information.

Detailed information is contained in membership statistics handout.

Important to note:

- More than 50% of Lifetime Members have chosen the payment plan option.
- There is a significant increase in all membership types.
- We can now track membership payments received by solicitation.

The committee also distributed a detailed membership program peer review of 41 institutions. Generally speaking, JHU annual dues are comparatively lower; lifetime dues are a bit higher but not prohibitive or out of line, especially in light of the payment plan option. Of those 41, there are 11 institutions with membership programs that the marketing committee will review further.

The floor was opened for discussion:

The question of rolling dues was approached. While it is a common complaint, it is not prohibitive. The potential cost increase to solicit and maintain the program and the complicated postage and data management far outweighs the benefit of having a rolling dues option.

A suggestion was made for offering a discount for multiple year renewals.

Another issue for future thought is marketing to parents re: lifetime memberships (great idea for graduation gifts, etc.)

Working with current students/increasing memberships while students are here is an issue of great importance.

Standard membership dues have not been raised for 17 years. Is there an opportunity to increase membership dues?

These conversations will be continued by teleconference calls and at Leadership Weekend in October.

Reports from Divisional and Alumni Representatives (continued):

Whiting School of Engineering: Carl Liggio, ENGR '96, '00, '01

(Megan Howie reporting for Student Representative Victoria Braida)

In the News: to celebrate the kickoff of Engineer Week 2009, Whiting School of Engineering is hosting the 2nd Annual Tower of Power Half Hour Competition. Contestants have one half hour to build the tallest tower made only with 1lb. of pasta and 2lbs. of marshmallows. This event takes place in the Glass Pavilion.

Engineers Without Borders received a Leadership Diversity Council Diversity Recognition 2009 Award for their work in Africa and Guatemala.

Other notable activities include:

Homewood Scholar

Professorship Dedication

New Alumni Events in both DC and CA

May 1 – Campaign Celebration – Donor Book

Hosting Society held Mock Interview & Career Night

Legacy Lunch

Convocation

Mechanical & Bio-Engineering Design Days – Senior Projects

Dean's Breakfast at Homecoming

SEA – Senior Send-Off – May 14th

Green Careers Panel was well-attended

Mentoring Program is underway

School of Education: Lisa McMurtrie, A&S '95, EDU '99

U.S. News & World Report Ranking

The school tied for 7th in the 2009 U.S. News and World Report graduate school rankings, which were released last week. This represents a major jump from last year's spot at #20. We are especially pleased since this is only our second year of participation.

Dean Fessler to Stay another Year

President Daniels asked Dean Fessler to stay for an additional year, and the Dean has agreed to delay his retirement. Preparations are underway for the search for Dean Fessler's successor to begin in the fall.

100th Anniversary Events Continue

In February we hosted Dinners with the Dean for alumni in Los Angeles and San Francisco. Fifty alumni returned for the annual Counseling and Human Services Department Reunion on March 5. The Department of Teacher Preparation was featured in two events in March: the Portfolio Conference on March 28, which highlighted graduating MAT students and drew 250 students, alumni and friends to the school. On March 30, the department played host to an evening talk and book signing with *New York Times* best-selling author Paul Tough that attracted 350 attendees.

April was especially busy, with four events that attracted a total of 150 attendees: the annual Scholar/Donor Luncheon; Dinners with the Dean in San Diego and Chicago; and an evening program featuring four alumni from the Department of Teacher Development and Leadership, who discussed their work with improving literacy rates for at-risk youth, organizing family reading nights, implementing innovative uses of technology in schools, and teaching in an entirely paperless setting.

Our National Advisory Committee held its biannual meeting on May 1.

Building Alumni Connections Online

As part of our efforts to make our programs available to greater numbers of alumni, we are creating a new area on our website called the SOE Media Network, which will feature photos, podcasts and videos. The Portfolio Conference, Paul Tough event and Teacher Development and Leadership panel were all videotaped and will be posted soon. Additionally, we have launched SOETalk (“So, Talk”) a student blog. We are actively recruiting alumni to serve as guest authors in addition to the four students who are regular contributors.

Student Representative: Gabrielle Perskie

Student/Alumni Organizations

We now have three organizations up and running, serving students and alumni in all of our main disciplines:

SACA – The Student and Alumni Counseling Association, formed just about a year ago, now has active chapters on the Montgomery County and Homewood campuses. An end-of-year dinner in honor of graduating students will be held at Gertrude’s Restaurant at the BMA on June 2.

PSL Association – Bylaws for the new Public Safety Leadership Association for students and alumni are finished, and officers are in place. The association will officially launch with its first event, an outing to see the Orioles take on the Nationals, at Camden Yards on June 27.

Phi Delta Kappa –The JHU chapter of this 100-year-old organization for educators welcomes students and alumni in its membership; induction for new members will be held on May 13.

Student-Related Events

Commencement is May 21; approximately 750 students are graduating. Our speaker is Baltimore City Public Schools CEO Andres Alonso.

There are three student orientations are planned, two for cohorts beginning in June; and a third, school wide orientation in August.

Career Services Update

As of July 1, Career Services for the School of Education will be handled through the Office of Student Affairs (currently that service is provided through the Carey School of Business). We will be hiring a career counselor to begin in the fall. All alumni are welcome to use this service. We are also building a dedicated area on the school’s website and welcome job listings.

New Programs Coming Online

A new master’s in Early Childhood Education is pending approval by the Maryland State Department of Education. The 15-credit graduate certificate in Mind, Brain, and Teaching was approved a year ago; the first cohort will start this summer.

Going Green

In support of JHU’s efforts to be a green campus, the SOE Office of Alumni Relations is purchasing reusable water bottles that will be given out to students in the fall and to alums returning for events. This project is directly supported by funds from the Alumni Association.

Peabody Institute: Hilary Vrooman, PEAB ’90

Alumni Representative: Paul Matlin, member of the Alumni Steering Committee of the Peabody Chapter of the JHU Alumni Association

- We have a new alumni newsletter to share.
- March 14 we had a pre-concert wine & cheese reception for alumni and faculty before the opera production.
- March 28 we had a student/alumni leadership lunch that was well-attended.
- April 25 we had a post-concert reception for alumni and faculty following the Renaissance Ensemble concert

- Tuesday, May 5, Peabody alumni are hosting an ice cream social study break for students
- Alumni Celebration Lunch is next Saturday, May 9. We will be presenting Leon Fleisher with a special alumni award in honor of his 50 years of teaching at Peabody
- The committee has been working on a strategic plan, and hopes to finalize it at their next meeting, May 19.

Student Report: James Parks, co-chair of OASIS (Peabody's student governing organization)

- New OASIS website: www.bmore-pi.webs.com
- OASIS semester review: Started Monthly Jazz Jam Sessions
 - Provided a reception for each large ensemble
 - Provided student Q&A during Audition Week
 - Brought in a MLK Cabaret
 - Continued social activities (Hikes, bowling, themed parties)
 - Re-worked the Student Feed-back form
 - 1st Annual service Project: Fitness Center Beautification
- Next Year's goals:
 - Implement new Student Feedback form
 - Annual OASIS/Student service Project
- New Student Groups: Intramural Club
 - Just Music N' Theatricks
- Students at Peabody received alumni funding for: Peabody Fitness Center Beautification and for the summer musical "I Love You, You're Perfect, Now Change."

The Paul H. Nitze School of Advanced International Studies (SAIS): Tain Tompkins, A&S '68, SAIS '70

- Doubled event activity from fall 2008 to spring 2009
- Launched two new alumni clubs: the SAIS Boston Alumni Club & the SAIS San Francisco Alumni Club
- Expanded international networks with a designated SAIS alumni contacts in the following areas:
 - Beirut, Lebanon
 - Vancouver, BC
 - Belgrade, Serbia
 - New Delhi, India
 - Ho Chi Ming, Vietnam
 - Pristina, Kosovo
- Upgraded the SAIS Alumni website to reflect new domestic and international alumni clubs and evolving groups
- Through April 24, SAIS alumni philanthropic participation is on the rise:

FY2007 10.2%	FY2008 9.1%	FY2009 11.4%
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Student Report: Benjamin Krause '09 (read by Tain Tompkins)

- Speakers this semester continue to impress, in the last three weeks here are some of the leaders and thinkers we have hosted at SAIS:
 - Wolf Blitzer of CNN
 - Helene Gayle, President and CEO of CARE
 - Dominique Strauss Kahn, Managing Director of the IMF
 - Nancy Birdsall, President of the Center for Global Development
 - Ambassador Said Jawad of Afghanistan
 - Liaquat Ahamed, Author of Lords of Finance
 - Paul Volker, former Fed Chairman
 - Juaqun Alumunia, EU Economic Commissioner

- The *SAIS Experience* continues strong, highlighting two opportunities funded by the JHU Alumni Association's grant money
 - 10 SAIS students went to Panama for Spring Break to build composting latrines in partnership with the Peace Corps and Planting Empowerment, a sustainable forestry business started by SAIS '08 Alum, Chris Meyer
 - 4 SAIS students traveled to the World Model UN hosted in The Hague and participated in a week-long simulation alongside 2,500 students from more than 70 countries around world. The SAIS team wrestled with topics as varied as containing regional terrorism, managing global health crises and ensuring accountability of UN personnel on mission, and in all areas, demonstrated the strength and agility of a Johns Hopkins educated delegate.

Closing Remarks:

Gerry Peterson announced that Jay Lenrow will Chair the new ad-hoc committee which will work on expanding the role of volunteer leaders and enhancing leadership training for alumni volunteers. She thanked everyone for the informative reports and, keeping an eye on the time for those who are attending the Hopkins Lacrosse game this afternoon, adjourned the meeting at 12:45p.m.

Next Executive Committee Meeting: September 10, 2009, 5:00pm. Eastern Time by teleconference. An agenda will be sent prior to the meeting. In the meantime, you can always communicate with Gerry via GPeterson@jhu.edu.

Leadership Weekend and Annual Meeting: October 22-24, 2009