

**Johns Hopkins University Alumni Association
Alumni Council Executive Committee Meeting
June 3, 2006**

Minutes

Opening Remarks

Rick Carr, President, Johns Hopkins University Alumni Association

Charlie Phlegar, Interim Vice President, Development and Alumni Relations

David Flinchbaugh, Executive Director of Alumni Relations

Rick Carr convened the Executive Committee Meeting at 8:45 a.m. He mentioned that he had been at Johns Hopkins just two weeks prior for Commencement 2006, and he congratulated all new graduates. Two weeks before Commencement, Mr. Carr was on campus for Homecoming and Reunion 2006, which was attended by thousands. He mentioned that a member of the Class of 1931 was there and interested in going to the young alumni party.

A motion to approve minutes from the March 4, 2006 Executive Committee was introduced, and the minutes were unanimously approved. Mr. Carr introduced Charlie Phlegar, interim vice president of development and alumni relations.

University Update. Charlie Phlegar thanked the Alumni Council for their continued good work. Mr. Phlegar, who was recently appointed vice president of alumni affairs and development at Cornell University, shared his enthusiasm for Mike Eicher, who was named the new vice president of development and alumni relations at Johns Hopkins. Mr. Phlegar described Mr. Eicher, who is currently the vice chancellor of external affairs at UCLA, as a “top-notch person” and very “pro-alumni.” Mr. Eicher will arrive at Johns Hopkins in September.

Mr. Phlegar said it has been clear to him that Johns Hopkins is very good at fundraising, but there is room for improvement in what the university does “for the masses.” An effort to address that issue began with the regional Knowledge for the World campaign. Mr. Phlegar encouraged council members and alumni relations staff to team strategically with university development offices to take advantage of their resources. Mr. Phlegar announced that the Knowledge for the World campaign had raised \$2.2 billion to date and that a revised goal of \$3 billion would be announced at Leadership Weekend in October.

Mr. Phlegar also mentioned:

- A groundbreaking would be held in two days for a new medical tower on the East Baltimore campus, where a \$1 billion construction project is currently under way.
- The School of Nursing will break ground in the next year or two, with \$1.5 to \$2 million left to be raised.
- At Homewood, construction adjacent to Garland Hall on what will be the Decker Quad is progressing. The \$80 million project will be done in a year.
- Construction has been completed at the SAIS Bologna Center, and the Hopkins-Nanjing Center will see a \$6 million project completed within a year.

Q: What is the status of Villa Spelman?

A: The best situation for the university would be to sell it, have a buyer spend \$8–10 million repairing it, and then lease it back to Johns Hopkins so we could continue to use it. The Italian Studies program based at the Villa will continue elsewhere. Currently, the university is spending too much to operate the Villa.

Rick Carr then introduced David Flinchbaugh, executive director of alumni relations.

Alumni Relations Update. David Flinchbaugh thanked members of the Executive Committee for being present and expressed his excitement over Leadership Weekend 2006 in October. He said he was looking forward to working with Mike Eicher, who has had much experience working with alumni, and who led one of the largest fundraising campaigns in the history of higher education at UCLA.

Mr. Flinchbaugh also reported:

- Lou Forster, A&S '41, a longtime volunteer in the Office of Alumni Relations at the Steinwald Alumni House, passed away in May. After graduating from Johns Hopkins, Lou taught in Baltimore schools for 28 years. Following his retirement, he became a volunteer at Steinwald, where he worked for another 28 years. He had no family of his own, but the Alumni Office had been his family for nearly three decades. Several former student workers at Steinwald came back to be his pallbearers. He will be deeply missed.
- The Office of Undergraduate Admissions is currently working on the Class of 2011. They expect to yield 1,160 new students in the fall. Numbers are up 23% this year. The incoming class includes the greatest number of underrepresented minorities ever. The class is 48% female and 52% male. One hundred legacy applicants were admitted.
- In the Alumni Office, there have several changes in the organization of the regional chapter programs team following Sandra Gray's promotion to deputy director. Angela Baldwin has been promoted to associate director of alumni relations and will lead the regional chapter team. Deborah Saunders is the office's official faculty liaison. Jay Rubin will be the new staff liaison to the Baltimore Chapter, one of the Alumni Association's three largest chapters.
- Eileen Fader and the Homewood Reunion team are looking at holding the first ever Young Alumni Weekend in October.
- He anticipates more student programming and recent grads programming at all eight schools.

Committee Reports

Student Services Grant Committee

Jan Webber, Chair

Chair Jan Webber reported that in the summer/fall 2006 funding period, \$20,225 was available. The Student Services Grants Committee reviewed 12 applications from student groups representing five divisions and totaling \$18,000. One application was forwarded to the Community Service Grant Committee, and one application needed more information from the student, which was never provided and thus not approved. The remaining 10 applications were approved for a total of \$14,625.

The grant application in question was from the Clinical Skills Interest Group. Discussion amongst the council ensued regarding whether this type of group should in fact receive funding. A nurse and a medical student both stated that it would not be appropriate for this group to receive funding.

Other discussion surrounded the inclusion of a sustainability plan in the grant application to ensure that students look for alternative funding sources after three consecutive funding cycles. This will be incorporated into the new application which will be written this summer.

Community Services Grant

David Yaffe, Chair

Chair David Yaffe reported that in the summer/fall 2006 funding period, \$18,029.20 was available. The Community Service Grant Program received eight applications from student groups representing five divisions and totaling \$11,500. All were approved for funding.

Networking/Career Services Committee

Bryan McMillan for Terri McBride, Chair

Bryan McMillan addressed the Executive Committee in Terri McBride's absence. He summarized the committee's efforts to date and described the obstacles that have recently been encountered. The committee had been pushing forward with an online mentoring initiative that would allow alumni to identify themselves as mentors in HopkinsNET. The initiative has taken shape over more than three years of planning. An initial survey of peer institutions, presented to the Executive Committee in May 2003, revealed that Johns Hopkins lags behind peer institutions with regard to mentoring programs that involve alumni. The subsequent 2005 Alumni Networking Survey identified that mentoring is one of the highest areas of interest to alumni (reported to the Executive Committee in March 2006). The committee had planned to rollout the self-select function by June, and to introduce the sign-up phase over the summer. The goal was to collect a critical mass of alumni who identified themselves as mentors by Leadership Weekend in October 2006. Mr. McMillan reported that technological roadblocks will not allow the project to progress at this time. A discussion ensued, which focused largely on the limited IT support that the Alumni Office receives. A consensus on how to address this issue was not reached. Mr. McMillan said that "technology should not set the strategy. Technology should enable the strategy."

Awards Committee

Ray Snow, Chair

Chair Ray Snow invited members to read the enclosed *JHU Gazette* for the description of the Excellence in Teaching Awards and this year's recipients. He then reported on the committee's May 3 meeting in which they reviewed an out of cycle nomination and deferred it to the regular December 1 cycle. The committee reviewed some of its policies and determined the following:

- Only "extraordinary" cases, nominated by the most senior university officials, would be accepted out of cycle
- The voting process would follow a stricter schedule with firm deadlines and timely sharing of results prior to meetings
- A subgroup will meet soon to discuss the voting scale and notion of a predetermined number of votes needed to win

The committee also discussed an apparent trend in giving out more awards to non-alumni, JHU employees, and former high-ranking employees, and will continue to address this concern.

Student Representatives

Jenny Warner, School of Medicine

Ms. Warner discussed a new College Advisory System at the School of Medicine, through which medical students are divided into four "colleges." Each college is comprised of students from each of the four classes and is assigned a faculty member as an advisor, who will stay with that class through commencement. The advisor will also be that college's clinical skills instructor. The four colleges have been named after Johns Hopkins Medicine legends Daniel Nathans, Florence Sabin, Helen Taussig, and Vivien Thomas. Ms. Warner also said that a new curriculum is in development, as are multiple new buildings on campus, including a new basic sciences building and a new medical education building.

Sam Huleatt, School of Professional Studies in Business and Education

Mr. Huleatt announced that SPSBE has a "new old building," referring to the Education Building, formerly Seton High School. He also reported that there is a new director of career services. He said there has been a 41% increase in jobs posted online on the school's e-recruiting site, and that the number of employer contacts has also grown. Career Services is now providing services to students and alumni for life, and the office is currently assisting the Whiting School of Engineering with career services. SPSBE has a redesigned Website, which features online registration for classes; e-transcripts; and Blackboard online classroom software. Mr. Huleatt also shared that business students have formed a new Finance Club.

Daniel Touchette, Whiting School of Engineering

Mr. Touchette reported that both senior week and commencement were "amazing." He provided updates on the Society of Engineering Alumni's first annual senior sendoff party, senior design project, scholarship for engineering students.

Membership Development/Alumni Services Committee

Arno Drucker, Chair

Chair Arno Drucker gave an update on the dues campaign. He referred to the samples of the reminder mailing sent out to 50,000 alumni in March and 60,000 in May. As of May 30, 2006, there were 14,685 dues payers, which represented an increase of 450 over the same time last year. The committee last met on May 4 and heard a report from the Annual Giving Office that planned for the first time to devote some of its summer phonathon program to soliciting lapsed dues payers for dues. In addition, their office will help analyze dues payer and donor trends as we strategize for the next campaign.

Mr. Drucker also announced the new affiliation with the Penn Club of New York effective July 1, 2006. Marketing efforts are underway in print and electronic publications. He referred to the Penn Club brochure in everyone's packet and invited the group to visit their Web site, which lists all of the features, rates, etc. Highlights include the waived initiation fees for three months; broad eligibility for current JHU students, faculty, alumni, staff and others; free open house scheduled at the club on July 25; and reciprocal dining privileges for Johns Hopkins Club members.

A new effort led by Liberty Mutual involved a Web raffle that concluded on June 1. Liberty Mutual invited alumni to complete an online form for an insurance quote and enter to win \$3,000 off a JHU trip to Italy. 1,769 alumni entered the raffle and 174 requested an insurance quote. The winner was William Klarnar, SPSBE '67, a current alumni council member. Mr. Drucker also mentioned a new podcasting project, which the committee had discussed and hoped would reflect the unique character of the Alumni Association and cater to alumni tastes. He then referred to Bob Carter and the Marketing/Communications Committee for details.

Marketing/Communications

Bob Carter, Chair

Chair Bob Carter reported that the committee resumed targeted marketing efforts for the Hopkins KnowledgeNET Enhanced Service. Medicine, Nursing, and Public Health alumni will receive postcards and coordinated e-mail messages in the coming weeks. Direct mail to SPSBE, SAIS, and Arts and Sciences alumni will follow. Total Enhanced Service subscriptions are just below 300. Mr. Carter also reported that Cecilia Lenk has ably led a subcommittee to examine the Alumni Web site and make recommendations for organizational and navigational changes to the site. The committee also addressed a request from Bank of America (formerly MBNA) to more prominently market the Johns Hopkins Bank of America credit card. The committee had no objection to adding small ads or banners marketing the card on strategic locations throughout the Alumni Web site, including the home page. Other suggestions included mentioning the card on any Web page or Alumni Association payment form. For example, dues mailings and event invitations could include an option to pay with the credit card. Mr. Carter also reiterated that in response to the Alumni Council's interest and recommendations, podcasts have been launched on the Alumni website. The Alumni Office is also involved in developing a more comprehensive university-wide podcasting site based on the iTunes U platform.

Board of Trustees Report

Rick Carr, President, Johns Hopkins University Alumni Association

Jim Miller, First Vice President, Johns Hopkins University Alumni Association

Rick Carr announced that trustee meetings were also to be held that weekend, and he explained that they are structured very much like Alumni Council Executive Committee meetings. Spouses are invited to every other meeting. Mr. Carr shared that diversity on the committee is an ongoing issue. He also said that trustees emeriti often attend meetings, and that there have been discussions about limiting the eligibility to become a trustee emeritus as well limiting trustee emeritus voting privileges. Mr. Carr said that the Board of Trustees was very pleased with the Alumni Council's selection of alumni trustees.

Jim Miller, who serves on the board's Academic Affairs Committee, reported that it is looking at issues such as ethics, an honor system, and a conflict of interest policy. He is also serving on a Joint Subcommittee on Financial Aid and Policies at Homewood, which is studying how tuition affects demographics on campus.

Nominations Committee

Brendan O'Brien, Chair

Chair Brendan O'Brien reported that the Nominations Committee met by teleconference to discuss the voting results for first and second term nominees to the Alumni Council. The committee submitted for approval to the Executive Committee a slate of 32 names for first term and 11 names for renewal of a second term. The confidential lists were distributed to Executive Committee members at the meeting, and the slate was unanimously approved. The nominees will then be submitted to President Brody, who will extend the offer of nomination by letter.

The committee also discussed revising the process for selection of Alumni Council members to include an additional teleconference. For the next cycle of Alumni Council nominations in spring 2007, nominations packets will be mailed to the committee members in advance of the initial teleconference. No votes will be submitted until after the initial teleconference to allow the committee to discuss the nominees and other factors, such as the diversity of the council by gender, geographic representation, and divisional affiliation. The committee members will then submit their votes, which will be tallied and discussed at the second teleconference.

In addition, the committee requested that additional information be provided for second term nominees, *i.e.* the initial nomination from the first term, committee and meeting participation, dues payment history, and involvement in regional or divisional alumni activities. The same type of information will also be provided for the upcoming Executive Committee nominations process.

There was also extensive discussion about enforcement of the requirement that Alumni Council members pay dues annually in order to be eligible to continue as council members. The committee referred this issue to the Membership Development/Alumni Services committee.

Student Programs Committee

Evelyn Jerome, Chair

Rene Shumate reported on behalf of chair Evelyn Jerome that the Student Programs Committee's responsibilities fall into two categories. The first category consists of ongoing programs, such as producing orientation and graduation gifts, the student discount card, and organizing study breaks. The second category involves providing discretionary funding. The committee divided into teams which fanned out among JHU divisions to identify student activities administrators at each school. Ms. Jerome shared the committee's belief that students who have more fun will become more active alumni.

Ms. Jerome provided a handout that listed some recently funded events and activities: refreshments and flowers for a student holiday party at Peabody; a guest speaker at the School of Public Health; a "Business Etiquette" program at SPSBE; materials for Student Leadership Consultant conference at Homewood (Arts and Sciences and Engineering); and a Diversity Week celebration at the School of Nursing. Volunteers are also working with Medicine and SAIS to determine where the committee's involvement can make a difference.

Budget

Ellen Oppenheimer, Treasurer

Ellen Oppenheimer reported that income for FY2006 is on track as anticipated. Dues income does not reflect deposits after May 19, 2006, and a final reminder mailing has just recently been received. Overall, expenditures are as anticipated, while spending in certain areas was less than expected. For example, there was no international chapter meeting this year. The anticipated carryover into FY06 is \$124,015. Ms. Oppenheimer also reported the following regarding FY2007:

- An additional \$5,000 is allocated for the increasing cost of Leadership Weekend. Former Alumni Council members continue to be invited to the weekend, and costs have increased.
- The increase in cost of the Alumni News & Notes section of *Johns Hopkins Magazine* is based on an expected increase in publishing costs.

- \$5,000 was requested by the Student Programs Committee. This will not be allocated directly to the committee; however, if individual divisional requests exceed the amount allocated to Student Programs, the committee may ask for additional funding from the Steering Committee to cover individual proposals during the year.
- \$15,000 is allocated in the Program Initiatives line item to fund Society of Black Alumni (SOBA) annual events. The details of the request were attached to a distributed budget report. It is recommended that this be approved for one year only, and that the Executive Committee re-evaluate the allocation annually in relation to other similar requests which might be submitted. (*See below.*)
- Based on these requests, carryover from FY2007 to FY2008 is projected at \$76,765.

A question was raised regarding Hopkins KnowledgeNET funding and income. For FY07, licensing costs will not exceed carryover funds from the prior year plus anticipated income. A review of the finances of the program will be undertaken in the fall. There was some discussion of how to use the Hopkins KnowledgeNET Enhanced Service as a dues marketing opportunity.

There will be a review of the lifetime dues program during this fiscal year with a report to the Executive Committee at the March 2007 meeting.

Robert Clayton, chair of the Society of Black Alumni (SOBA), presented a FY2007 request for \$15,000 to fund the annual activities of the organization. He presented a history of SOBA and its accomplishments, including the recently completed fundraising initiative to endow a scholarship and plans to embark on another endowment initiative. SOBA members are encouraged to pay alumni dues in every mailing and at each meeting. Mr. Clayton explained that membership in the group is open to all interested alumni, faculty, staff, and students.

A lively discussion followed regarding the merits of funding an organization like SOBA under the auspices of the Alumni Association. While various opinions were expressed, the majority of Executive Committee members felt there was merit in supporting diversity initiatives in alumni programming, and that approval of such funding could propagate additional similar requests in the future. It was suggested that the Executive Committee approve the funding request now, and that the Steering Committee subsequently decide how to incorporate the allocation into the budget, *i.e.* a line item for “alumni diversity programs” or other agreed upon wording. The request was approved, with one opposing vote, with the stipulation that in the future, the Steering Committee would determine the exact language to be used in the budget.

Chapter Support Committee

Paul Neitzel, Chair

Gerry Peterson, Interim Chair

Committee chair Paul Neitzel is on an academic sabbatical in Germany until January 2007. In his absence, Gerry Peterson is acting as interim chair. Mr. Neitzel will continue to work with the committee via e-mail. Ms. Peterson reported that the Chapter Support Committee met via teleconference to discuss a new regional chapter plan. This new plan has been developed to ensure that chapter events achieve a high level of purpose and quality; to utilize limited staff and financial resources most effectively; and to allocate available resources equitably and proportionately to alumni populations. She referred to a handout that included a revised committee mission statement. Ms. Peterson explained that the new plan divided chapters into four tiers based on alumni population. These tiers define both the number of standard events for a given chapter and the recommended number of volunteers. The committee will develop a comprehensive volunteer manual and a formal recognition program for chapter volunteers. Teleconferences will be held with chapter presidents to roll out this plan in the coming weeks.

Old Business

None.

New Business

Ellen Oppenheimer said that the Executive Committee needed to discuss the SOBA line item in the budget, and she suggested adding a line item for diversity issues. David Flinchbaugh said that this was a discussion for the Steering Committee. Rick Carr said an update would be provided on the October teleconference.

With no additional questions or comments, he adjourned the Executive Committee meeting at 1:19 p.m.