

**THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE MEETING  
June 6, 2017**

**Location:** Conference Call

**Call in:** 888-651-5908; Participant Code: 516-6858 (USA)

## **MEETING MINUTES**

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### **Welcome and Updates**

The President welcomed everyone and described his experiences at the various University

**Commencement** events – each one representing masterful choreography and tremendous organizational detail. The 1<sup>st</sup> Vice President, Secretary, and President participated in nine ceremonies. From the main speaker, New York Times journalist Frank Bruni, to the student and guest speakers at Education, SAIS and Medicine, all were engaging and inspiring. The ceremonies provided a great opportunity to connect with students and welcome them into the Alumni Association. The President detected a perceptible increase in enthusiasm for the new alumni to engage with each other and with the Alumni Association. His blog will appear soon and give more detail about the experiences.

The **Board of Trustees** met the week following Commencement and focused on the following topics.

- The incoming undergraduate class number will be approximately 1,200 and represents high level applicants in terms of scores, etc. 12% of the applicant pool was accepted.
- The Campaign is doing well. The \$5B goal is divided half for medicine and half for the University. In general the numbers are doing well, but it is proving more difficult to raise money for financial aid. There has been more push about research and professorships in other areas of the University. The goals support research and quality of life, and not bricks and mortar.
- The CUE (Committee on Undergraduate Education) report will be updated since it has been ten years since the last one. It reviews the curriculum and whether the right courses are being offered and aims to keep up with current trends.
- The proposed Trump budget cuts to research for NIH and AID are of concern to JHU – but it is unlikely they will be carried forward. The attempt to reduce the amount of indirect cost recovery on research grants will be a significant issue for the University. Salaries and facilities are the back up for research and need to be funded.
- The terms of both SAIS Dean Vali Nasr and School of Medicine Dean Paul Rothman have been renewed.
- The Student Life Committee, on which both the President and 1st Vice President sit, is exploring partnerships with the Alumni Association to provide internships and mentorships and generally improve career services for both undergraduate and graduate students. This is an area that will get more resourced. Wellness programs for students, mainly at Homewood and Peabody, are of increasing concern. The University wants to provide outlets for students to learn how to relax and cope. There are increasing tasks of providing mental health counseling for students.

**The Alumni Relations Review** based on a consultant (Grenzebach, Glier and Associates) study has been discussed within the University administration. A high level presentation was made to the Trustees; next it will be presented to the Steering Committee on June 15 and then to the Executive Committee near the end of June. That meeting will be set soon. The next step will be to launch a strategic plan for the central and divisional alumni offices across the University.

## **Committee Reports**

### **Alumni Communities**

The Chair reported that there have discussions about how to reshape the Committee and crystallize what had been a vague mission. The plan for the Committee is to serve as a liaison to and develop questions for activist alumni, minority groups, women, baby boomers, etc., about what alumni activity works and what does not work. Then the Committee will compile the data and make recommendations. The purpose is to take the pulse of the alumni that we represent, provide outreach to our own constituency, and to obtain feedback.

### **Awards & Nominations**

The Chair reported that the Committee met three times to review and recommend the slate of Council members beginning this fall. The document that was sent out stated that 11 of the 12 Council members completing a first term are being recommended for a second term. And eight nominees are being recommended for a first term. There were 25 first term nominations so it was a difficult decision, but the primary goal was to have divisions represented proportionally. The secondary goal was to better represent the alumni population with more young and diverse alumni. The proposed slate of eight will provide improved divisional balance with more SAIS and Education members and more young alumni. The Chair asked for a motion to accept the slate of nominees. The Executive Committee unanimously approved the slate.

### **Communications and Outreach**

The Chair reported that the Committee last met on May 3 and that the new Alumni Council newsletter will release on June 7. Feedback is welcome. The Committee continues its discussion on the best methods on how to use its \$10K budget for the year and to look at next steps.

### **Development & Finance**

The Chair reported that the Committee has not met recently. The stewardship plan has focused on thanking the first time donors and those who gave \$1,000 or more. Evaluation of this outreach will take place after the end of June, to determine how many of those who were sent thank you notes renewed their giving. They hope to determine how valuable the hand written thank yous are. At the annual meeting, the Committee would like a discussion on fund raising in general and expectations for Council members.

### **Key 3**

The Chair reported that the first meeting of all nine Key 3 groups took place. All the group reports and a spreadsheet of the highlights have been assembled. There are similar issues shared by campuses. The schools have similar programming. Another commonality is that all students are looking for jobs through alumni and one would like to look for jobs from alumni of all schools. Some schools are using webinars as a way to connect alumni and students. One difference is the effort to take programs to the alumni – such as School of Education’s off site commencement in Las Vegas. The Chair asked the groups to think about how they can work across divisions to resolve issues and learn from each other and how to build upon the one Hopkins theme. How will the Key 3 bring the schools closer together?

The Chair would like to hold an in person Key 3 meeting on Oct. 6. It was noted that it is hard to engage the students in spring given the exam schedule. Another concern was how to keep up continuity with representation of student views in each division. The Key 3 concept is proving to be a best practices tool for other schools.

### **Student Engagement**

The Student Co-chair reported that the ring sales are approximately 272, up from 246 from last year. The ring event was held at the end of alumni weekend, and highlighted the importance of the Alumni Association and GoHopOnline. The Secretary had a speaking role at the event. The number of GoHopOnline users had an increase at school year's end.

### **Student Grants**

The Chair reported that the Committee is getting ready for the next grants cycle and collecting final reports from the current year's groups. They are fine-tuning the application; working on the evaluation guidebook and assessment; providing help for new student groups with the application process; and improving marketing strategies.

### **Budget**

The Treasurer referred to the budget that was sent out in advance. The main item is that the Bank of America (BOA) credit card program contract is in extension and lawyers are still working on its terms. The amount of royalty is unknown for FY17. Overall the budget picture is good. Cerulean payout is coming in higher. Fund raising in general is lower, but the final income is anticipated to be \$365,000. A number of other expense areas are below budget. Four more solicitations are planned. It is anticipated that the budget will be close to goal. The University leadership is aware of a possible BOA shortfall and will be supportive. The President noted that the Office of Annual Giving assures that the projected goal will be met. Given the unknown status of the BOA royalty, the FY 18 budget will be presented at the August meeting. The Treasurer reviewed the expense line items noting the ones that will likely be underspent. The new Nationwide Insurance program does guarantee at least \$125,000 per year for the next five years. The Chair of the Development and Finance Committee added that the donor pool for donations is up, though the overall amount is down and that fundraising at the University is down across the board.

### **Secretary's Report**

In the absence of the Secretary, the President referred to the minutes from the April 4 Executive Committee meeting, and asked for and received approval.

### **Alumni Council Meeting**

The Senior Director of Alumni Services reported that Leadership Weekend is scheduled for Friday afternoon October 6 through Saturday afternoon October 7. For those who arrive on Thursday, October 5, there will be a reception at the Hopkins Club. That weekend also coincides with Parents' Weekend on the Homewood campus, Young Alumni Weekend, Nurses' Alumni Weekend, and the dedication of the Aronson Center for International Studies. The Alumni Council begins at 2 p.m. Friday at Peabody for meetings, a tour and dinner at the Peabody library, one of the most beautiful venues in Baltimore. For the first time, this dinner will highlight all the awardees for the year including the Excellence in Teaching Awardees. While no awards will be presented at the dinner, all awardees and a guest will be invited and will be recognized at the dinner. Council member who will be going off the Council will also be recognized and the various student groups will be highlighted. On Saturday, the Council will meet at the Homewood campus in Levering Hall from 8:30 a.m. til 4 p.m. The focus of the sessions are being developed. Given the busy weekend, the Colonnade Hotel is already sold out, but room

blocks are being held at the Cross Keys Radisson Inn, close to campus, and at the Hilton Embassy Suites near Mt. Vernon. There will be shuttle service available to members from those two hotels – due to budget constraints, shuttling will be limited to those hotels.

## **New Business**

*The next EXCOM meeting, to focus on the Alumni Relations Review, will soon be scheduled for end of JUNE.*

*The regularly scheduled EXCOM meeting will be August 8, 5 – 6:30 p.m.*

**The meeting was adjourned at approximately 6:15 p.m.**

**Location:** Conference Call

**Call in:** 888-651-5908; Participant Code: 516-6858 (USA)

**Invitees:** David Yaffe, President; Allyson Handley, 1st Vice President; Anika Penn, 2<sup>nd</sup> Vice President; Nikolas Matthes, Treasurer; Bryan McMillan, Secretary; Jay Lenrow, past president, ex-officio; Phuong Tran, PRIDE rep, ex-officio; Wesley Wood, SOBA rep, ex-officio

Michael Baltzell, Auburn Bell, Elizabeth Berman, Jonathan Bradley, Eric Chiang (Student Rep), John DeMaggio, Mindy Farber, Donika Hristova, Paula Kent, Steve Mahinka, Brett McCone, Judie Mopsik, Paul Matlin, Yasmene Mumby, Amy Nagler, Shelby Wilkes

**Staff Members:** Susan deMuth, Executive Director, OAR; Tom Calder, OAR; Marguerite Jones, OAR; Patricia Conklin, OAR; Elena Thompson, OAR; Gwen Harley, OAR; Jason Heiserman, OAR, Britany Claridge, OAR; Janet Kirsch, OAR; Lindsay Esposito, Krieger School of Arts & Sciences; Jen Yeager, School of Education; Margaret Hardt Frondorf, School of Advanced International Studies; Jordi Izzard, School of Advanced International Studies; Erika Juengst, School of Nursing; Debbie Kennison, Peabody Institute; Leslie Procter, Peabody Institute; Jimmie Lou DeBakey, Bloomberg School of Public Health; Robin Ingram, School of Medicine; Mansoor Ali, School of Medicine; Tasmim Anwar, Whiting School of Engineering; Kim Sheehan, Whiting School of Engineering; Morgan Martin, Bloomberg School of Public Health; Jess Gill, Bloomberg School of Public Health; Sharon Trivino, Carey Business School; Jennifer Benson, Carey Business School

**Absent:** Michael Baltzell, Allyson Handley, Donika Hristova, Bryan McMillan, Shelby Wilkes, Wesley Wood, Mansoor Ali, Jennifer Benson, Jimmie Lou DeBakey, Lindsay Esposito, Jess Gill, Robin Hunt, Debbie Kennison, Kim Sheehan, Susan deMuth,

**Facilitator:** David Yaffe

**Meeting Start Time: 5:00 pm (ET)**

**Meeting End Time: 6:30 pm (ET)**

**Meeting Agenda:**

1. Welcome and Update, David Yaffe, A&S '74 and Allyson Handley, Ed '75, '78
  - a. Commencement
  - b. Trustees Update
  - c. Alumni Relations Review
    - i. Present to Steering Committee on June 15
    - ii. Present to Executive Committee end of June TBA
2. Committee Reports
  - a. Alumni Communities: Mindy Farber, A&S '74  
David Yaffe, A&S '74
  - b. Awards & Nominations: Jonathan Bradley, Bus '09
  - c. Communications and Outreach: Paul Matlin, Peab '70, '72, Bus '81, Engr '84
  - d. Development & Finance: Judie Mopsik, BSPH '99
  - e. Key 3 Anika Penn, SAIS '10
  - f. Student Engagement: Michael Baltzell, Engr '71  
Eric Chiang, Engr '18
  - g. Student Grants: Amy Nagler, A&S '89
3. Budget – Nikolas Matthes, BSPH '98
4. Secretary's Report – Bryan McMillan, Bus '00, '02
  - Approval of April 4, 2017 meeting minutes
5. Alumni Council Meeting – Marguerite Jones
6. New Business

*Next Executive Committee Meeting – August 8, 2017, 5 – 6:30 p.m.*

*Alumni Council Meeting – October 6 – 7, 2017*