

**THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE MEETING  
Wednesday, February 3, 2016**

**Location:** Conference Call

**Call in:** 888-651-5908; Participant Code: 516-6858 (USA) 0808-234-9295 (UK)

## **MEETING MINUTES**

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The President began the meeting by welcoming everyone. He referred to the information previously sent about the new Director of Alumni Programs, Tom Calder, who will start July 1, 2016. Tom has had a distinguished career at Hopkins, having served as Director of Athletics for 21 years and as Associate Director for seven years before that. His deep knowledge of both the athletic alumni and the University will allow a new focus on the cohort of athletic alumni. The Alumni Relations team is fortunate to gain such a wonderful new addition. Tom will oversee regional, young, student and affinity programs and perhaps in the future the Homecoming and Reunion team.

### **Budget Review**

In the absence of the Treasurer, the Development Committee Chair referred to the budget and the revenue line item. \$179,000 has been collected so far in the 2016 fiscal year, and this is even with last year. The budget is 12% higher than last year, so there is still a need for growth. It is expected that all budget categories will be met. There was discussion about and Alumni Council participation in donations to the Alumni Association and the University and whether to 1) change the bylaws to require Alumni Council participation, 2) better communicate the need for participation, 3) require participation in order for a Council member to be asked to serve a second term, 4) give members a better accounting of their participation, and 5) contact those on the Council who have not given. The President asked Howard Adler, Harry Sax, and Bob Fisher to form a working group to consider these matters.

### **Approval of November 18 Minutes**

The minutes of the November 18 Executive Committee meeting were approved unanimously. It was noted that the October annual meeting minutes have been posted on the website and that the November minutes would be soon.

The President invited committee chairs to give their reports

### **Committee Reports**

#### **Alumni Communities**

The Chair reported that the committee is working on an alumni survey that will be attached to future email invitations. Comprehensive but not long, it will ask what alumni like and want in terms of events and if they want to get more involved with the University. The committee expects to finalize the survey soon and will determine how to deliver it to alumni. Another new focus is how to engage alumni who have taken online programs only. The School of Education (SOE) recently has undergone a shift to 60-80% of its student body being involved in online programs. The SOE and Office of Alumni Relations will collaborate on outreach to the online alumni by, among other things, setting up focus groups in local communities led by the regional staff team to find out how the Alumni Association can meet the needs of online SOE students and alumni.

### **Awards and Nominations**

The Chair reported that the committee is presenting a slate of 50 award nominees to approve for the five categories of awards. There were a total of 60 nominations received. The numbers are as follows: all five Woodrow Wilson nominees (each scored 41 or more out of 50 possible votes); 14 of the 15 Heritage Award nominees; 17 of the 21 Distinguished Alumni nominees; six of the eight Global Achievement nominees; eight of the 11 Outstanding Recent Grad nominees. A motion was made and passed to increase the number of Outstanding Recent Grad awardees from a maximum of five to nine with no more than two per division. A motion was made and passed to approve the 50 award nominees as presented by the committee. The process was described, noting that the ten voting committee members consider both quantitative and qualitative ratings. It was noted that the awardees' names are confidential until the University President's letters go out informing them of the award. This process takes up to a month.

The committee is in the early phases of discussion for a new community service award.

### **Communications & Outreach**

The Co-Chairs reported that their recent meeting only included one committee representative. They are still lacking representatives from Alumni Communities and Development. A short questionnaire will go out soon to each committee to ascertain 1) what are the committees' needs; 2) how do the committees communicate with each other, the council and the association at large; and 3) how does each division communicate with alumni. Then a master list will be created followed by a work plan with May as a goal for completion. Discussion also focused on ways to use GoHopOnline to enhance Council conversations.

### **Development**

The committee's name will be changed to Finance and Development to reflect the committee's new responsibility of working with the Treasurer to help oversee the financial aspects of the budget. There will be liaisons to each committee. The committee is also undertaking personal stewardship of those who give to the Alumni Association. In addition to the usual thank you letter, the committee will focus on more personal stewardship either with calls or notes based on the level of giving. The committee is considering thank you calls. Development will still be a crucial part of the committee's mission.

It was noted that the Alumni Association endowment has collected \$39,000 so far this fiscal year, which is down from the same time last year. More solicitations for the Cerulean Society are planned.

### **Student Engagement**

The Chair reported that the committee now has four focus areas:

#### 1. Support Career Services

- Meeting with Monica Butta of the Career Services Office will take place soon.

#### 2. Launch GoHopOnline/Graduway

- 36% of the Alumni Council has participated; the soft launch began Thursday, January 28<sup>th</sup>; the committee is seeking a student co-chair.

#### 3. Coffee with Alumni

- Executive Committee members were asked to send 10 business cards to put in coffee mugs. Please send to Janet Kirsch at 3400 N. Charles St., San Martin Center, Baltimore, MD 21218.

#### 4. The Ring Program

- This is a new program and the committee will manage it. Karina Lipsman will be the Alumni Advisor. Seven of the nine divisions buy rings. While there is some interest among School of Medicine students, more meetings are taking place to further explore their participation. SAIS also needs to be approached about participating.

In addition, there are two new focus programs:

- a. caRING – resulted from discussion about who can and cannot afford a ring. The committee would like to use some of the \$10,000 annual ring income to provide one ring for each division as a gift to a deserving student.
- b. BASIC – Building Alumni Student Inspired Connections – this will involve creating an event around Leadership Weekend to bring students and Alumni Council members together.

### **Student Grants**

The Chair reported that the committee reviewed 104 applications and awarded funds to 66 of them. Six groups received additional funds through the Lenrow Family Grant. The committee is 1) now refining the application and evaluation forms and will work with Award Hub to incorporate those changes, 2) looking at ways to recognize the Alumni Association in all of the projects before, during, and after the process, and 3) ensure publicity of the grants after they are made.

### **Key 3 Updates**

Due to time limits, this topic was postponed. However, it was noted that Nursing, BSPH and Peab have started working on this. The Divisional staff representative for Nursing said that the Key 3 have met for lunch and had a good conversation about both school and Alumni Council activities, resulting in a better flow of communication. They hope to continue meeting quarterly or every other month. The President hopes to get more information for all the divisions.

**GoHopOnline** – This topic was postponed due to time limits.

**Dashboard Update** – This was tabled until next month. Everyone was asked to review what was sent and send changes by email.

### **Annual Meeting/Leadership Summit**

The President reported that the dates for the Annual Meeting and Leadership Summit are October 27-29, 2016 and more details will be sent out as the program is developed. The Summit will take place at the Four Seasons hotel on Friday, so the Alumni Council will have its opening meetings there on Friday afternoon.

**Meeting was adjourned: 6:11 p.m.**

### **Invitees:**

Executive Committee:

Jay Lenrow, President; David Yaffe, 1st Vice President; LouAnn Conner, 2nd Vice President; Nikolas Matthes, Treasurer; Howard Adler, Secretary; Terri McBride, past president, ex-officio

Jonathan Bradley, Mindy Farber, Bob Fisher, Bryan McMillan, Paula Kent, Raquel Silverberg, Steve Mahinka, Jesse Jacoby, Harry Sax, Brett McCone, Susan Borges, John Butterworth, Matthew Rupcich, Anika Penn, Paul Matlin, Amy Nagler

**Staff Members:**

Susan deMuth, Executive Director, OAR; Marguerite Jones, OAR; Patricia Conklin, OAR; Elena Thompson, OAR; Gwen Harley, OAR; Jason Heiserman, OAR, Britany Claridge, OAR; Janet Kirsch, OAR; Harvey Green, 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; Jimmie Lou DeBakey, Bloomberg School of Public Health; Robin Ingram, School of Medicine; Tasmim Anwar, Whiting School of Engineering; Morgan Martin, Bloomberg School of Public Health; Sharon Trevino, Carey Business School; Leslie Procter, Peabody Institute

**Absent:**

Terri McBride, David Yaffe, Nikolas Matthes, Paula Kent, Jesse Jacoby, Susan Borges, Matthew Rupcich, Raquel Silverberg, Margaret Hardt Frondorf, Jimmie Lou DeBakey, Morgan Martin, Tasmim Anwar

**Facilitator:** Jay Lenrow

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

**Meeting End Time: 6:00 pm (ET)**

**AGENDA**

1. Welcome– Jay Lenrow, A&S '73
  - a. New Director of Alumni Programs, Tom Calder, July 1, 2016
2. Budget Review – Nikolas Matthes, BSPH '98
3. Approval of Nov. 18 Minutes – Howard Adler, A&S '72
4. Committee Updates
  - a. Alumni Communities: Mindy Farber, A&S '74
  - b. Awards & Nominations: Jon Bradley, Bus '09
  - c. Communications and Outreach: Anika Penn, SAIS '10 & Paul Matlin, Peab '70, '72, Bus '81, Engr '84
  - d. Development: Bob Fisher, Engr '70
  - e. Student Engagement Committee: Bryan McMillan, Bus '00, '02
  - f. Student Grants: Amy Nagler, A&S '89
5. Key 3 Updates
  - a. School of Nursing
  - b. Bloomberg School of Public Health
  - c. Peabody Institute

6. goHopOnline
7. Dashboard Update
8. Annual Meeting/Leadership Summit
  - a. October 27-29, 2016