

THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION

EXECUTIVE COMMITTEE MEETING

Tuesday, November 18, 2014

Location: Conference Call

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

Attending: 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, Steve Naron, Bob Fisher, Bryan McMillan, Steve Lascher, Paula Kent, Raquel Silverberg, Steve Mahinka, Harry Sax, Brett McCone, Susan Borges, Matthew Rupcich

Staff Members: Susan deMuth, Executive Director, OAR; Marguerite Ingalls Jones, OAR; Patricia Conklin, OAR; Shaun Grahe, OAR; Elena Thompson, OAR; Gwen Harley, OAR; Jason Heiserman, OAR, Krystle Ongaco, OAR; Andrea Jones, 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; Emily Spence, School of Advanced International Studies; Erika Juengst, Peabody; Debbie Kennison, Peabody; Sara Rutstein, Carey Business School; Allison Hardy, Bloomberg School of Public Health; Jimmie Lou DeBakey, Bloomberg School of Public Health; Kaitlin O'Connor, School of Medicine; Lindsay Dorrance, School of Nursing; Tasmim Anwar, Whiting School of Engineering; Monica Stevens, Writing Assistance

Absent: John Butterworth, Jesse Jacoby, Morgan Martin, Bloomberg School of Public Health

Facilitator: Jay Lenrow

Time Meeting Start: 5:00p.m. (ET)

Meeting End Time: 6:00p.m. (ET)

AGENDA

1. Welcome and Updates – Jay Lenrow

a. New Board of Trustee Information

b. Letter from Provost Lieberman, Vice Provost Shollenberger, and Vice Provost for Student Affairs, Terry Martinez, Assistant Vice Provost/Dean of Students (see attached)

2. Secretary's Report - Howard Adler

3. Committee Updates

- a. **Alumni Communities: Mindy Farber, A&S '74**
- b. **Awards & Nominations: Jon Bradley, BUS '09**
- c. **Communications: Steve Naron, ENG '70**
- d. **Development: Bob Fisher, ENG '70**
- e. **Student Engagement Committee: Bryan McMillan, Bus '00, '02**
- f. **Student Grants: Steve Lascher, BSPH '96, '08**

4. Committee Structure – Jay Lenrow

5. President's Welcome Letter and Newsletter - Jay Lenrow

6. Discussion re 1st Lieutenant for each committee – Jay Lenrow

7. Advance Notice Policy – Howard Adler

8. New Business

9. Next Meeting: TBA

MEETING MINUTES

The President welcomed everyone to the the first Executive Committee meeting of the year. He noted that the President's welcome and alumni newsletter were recently mailed, describing the various activities planned for the coming year.

The President then led a discussion of the issues the University has been facing in the areas of alcohol and sexual violence. He noted that two incidents occurred at fraternities, which led to a temporary ban on fraternity parties and the creation of a new more restrictive policy. General discussion of these issues ensued. The President noted that this was an area in which all alumni could help and that the Alumni Council is looking for ways to assist and be part of the solution. He also noted that the Inter-fraternity council report will be shared with the Executive Committee.

The President noted that he will be using a new email address that has been made available to him and his successors: jhaa_president@jhu.edu.

The Secretary presented the minutes of the Alumni Council meeting and after a motion, they were approved.

The Secretary then presented and summarized the attached Advance Notice Policy, which is designed to provide a clear procedure for Alumni Council members to present proposals for discussion at the Council's Annual Meeting, to enable the Steering Committee to consider such proposals in advance of the Annual Meeting and to ensure that proposals that a significant minority of the Council want discussed, are in fact discussed. A discussion ensued, during which the President suggested certain changes whereby he would contact the proponent of any proposal rejected by the Steering Committee and, after such call, at his discretion, cause the Steering Committee to revisit the proposal. One Council member suggested the following changes to the policy:

1. Include a clear definition of what constitutes an appropriate proposal;
2. If a proposal is refused by the Steering Committee, allow the proponent to present his or her reasons for submitting the proposal to the Council along with the Steering Committee's reasoning for rejecting it; and
3. Send out at least 120 days before the annual meeting a solicitation for proposals along with the procedure for submitting them.

The Secretary responded that it might be difficult to provide a clear definition of "appropriate" since it is hard to ascertain what proposals might be made.

After further discussion, the decision was made to table any vote until the next meeting at which time a revised version would be submitted reflecting such changes as the Steering Committee approved in light of the foregoing discussion.

The President invited the chairs to report on their respective committees and asked the Committee Chairs to:

- Bring forward to the Steering and Executive Committees a set of measurable goals they would like to achieve by the next October meeting, along with a rationale for each such goal;
- Bring forward anything the committee believes the Steering or Executive Committees can improve upon;
- Identify areas where their committee's input could help other committees and enhance cross-committee collaboration and prevent overlap. Make a joint recommendation as to how committees can work together so that we not working at cross purposes;
- Identify alumni (non-Council members) with particular expertise who would be helpful on a project or committee;
- Identify a first lieutenant for each committee who can provide back up and in order to cultivate future leadership; and

- Know that officers serve as liaisons to each committee – Lenrow on Awards and Nominations, Connor on Alumni Communities, Yaffe on Communications and Outreach, Matthes on Development, Adler on Student Engagement, and McBride on Student Grants.

The chair of the **Alumni Communities Committee** reported they discussed using local Chapter and Affinity Engagement programs and members of the alumni community known to be “influencers” in their class and/or local chapter to meet the interests of certain “underrepresented” and less involved parts of the Hopkins alumni community (generally). Some ideas include mentoring students about to graduate, reaching out more broadly to women graduates of the university, and looking at retirees as a group. Committee members could also assist with identifying and executing targeted outreach to specific demographics or geographic areas that have been traditionally less involved—possibly pick several cities where we don’t have many Affinity Groups or much Chapter activity—but might yield some interesting developments with a more personal touch from council members or “influencers”.

The chair of the **Awards & Nomination Committee** reported that they had not yet met, but did discuss goals in October. He asked that everyone keep his committee in mind if they had anyone to nominate. He noted that there may be two new members to the committee and he will send a welcome note to them and emphasize the significance of awards and nominations.

The chair of the **Communications & Outreach Committee** reported on their first meeting. He noted that 1) they have volunteers to shadow and interview students to find out their needs, 2) they aim to let people know all the available communications, and 3) they had a briefing of various technical issues.

The chair of the **Development Committee** reported that their first meeting was scheduled for the following week. He emphasized that collections have been very good, but with a significantly lower number of donors for the same amount of money, and that it is essential to increase the number of donors. An email to the Council is scheduled for November 26. The average gift is \$77, representing a significant increase. Also donations by the Alumni Council are up 8%. The renewal mailing is expected to make a difference.

The chair of the **Student Engagement Committee** reported that they met on October 18 for recruitment and came up with three goals, and had a teleconference on November 13. He noted that the students elected Chelsea Zhang from the School of Business as co-chair of this committee, named an alumni lead and a student lead for each of the three goals, and discussed the impact of Career Services. The chair will ask everyone to come up with a problem statement and method for success on the next telecom on December 11.

The chair of the **Student Grants Committee** reported that they are in the middle of the granting process. At last month’s meeting, all members received an orientation packet, including the mission and goals of the committee, and instructions on how to evaluate grants. He noted that they received 78 submissions, that the assessment occurs November 20, and that the distribution of grant money will be known by year’s end. He mentioned that Alumni Relations staff member Jeanine Federline is leaving JHU for other

opportunities. He noted that they resubmitted a packet of specifications for the Web portal and are in the process of developing a contract.

The President referred to the dates for upcoming Executive Committee meetings, which are listed below and can be found on Alumni Council members'-only scheduling page.

January 20, 2015

March 3, 2015

June 9, 2015

September 8, 2015

October 9 and 10, 2015 – Leadership Weekend (Trustee meetings are October 8 and 9.)

All dates identified above are Tuesdays and the meetings will run from 5 pm – 6 pm (ET).

The President described a forthcoming decision blueprint calendar that will have trigger dates for important notices, mailings, and communications regarding events and AA activities. He will share it with the committee for its review.

The Treasurer noted that in early December, he plans to review the budget and how increases to line items activities, such as student grants, are being handled.

The President commented that if our budget situation exceeds our expectations, we can look at getting committees the chance to come back for a request in the second half of the year.

He further expressed interest in in-person meetings. The Steering Committee meets in person a couple times annually. He will send a formal proposal asking if the Executive Committee would like to meet in person more often.

The President asked for suggestions on how to improve Executive Committee meetings and, following a motion that was seconded and approved, adjourned the meeting at 6:09p.m.