

THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION

ALUMNI COUNCIL MEETING

October 6-7, 2017

Location: Peabody Institute and Homewood Campus, Baltimore, Maryland

FOR A LIST OF INVITEES, ATTENDEES AND AGENDA, SEE END OF DOCUMENT

FRIDAY, OCTOBER 6, 2017

Facilitator: David Yaffe

Time Meeting Start: 2:00p.m. (ET)

Meeting End Time: 4:00p.m. (ET)

MEETING MINUTES

I. WELCOME AND INTRODUCTION OF NEW MEMBERS

The Executive Director of Alumni Relations provided an introduction to the Alumni Council and introduced David Yaffe, Alumni Council President.

He provided a brief history of the Alumni Association, and an overview of the Peabody Institute and the weekend. He also touched on the Grenzenback, Glier and Associates (GG&A) Alumni Relations Review project, the strategic plan, and the first Annual Alumni Awards Recognition Dinner, which not only recognizes amazing Johns Hopkins Alumni, but also allows the opportunity to watch a presentation by one of the Association's student grant recipients, the Dunbar Baldwin Hughes Theatre Company.

The President also addressed the importance of Alumni Council support to the Alumni Association, pointed out the opportunity the meeting brings to meet new council members, and began to introduce the new council members, who in turn provided a brief introduction of themselves.

All eight new members were present and included:

Gillian Evans, SAIS '17 from DC

Ms. Anne Gillman, SAIS '14 from CA

Dr. John Imboden, Med '77 from CA

Mr. Ajay Kaisth, SAIS-Europe '89 from NJ

Mr. William H. Linder, A&S '72 from IL

William M. Matsuzaki, Ed.D., Ed '02, '13 from MD

Mr. Michael S. Pryzby, Engr '09 from VA

Ms. Sonia Sarkar, BSPH '13, A&S '08 from CA

The President next touched on the diversity of the Council, and introduced the ex-officio members of the Council who represent PRIDE (Phuong Tran) and SOBA (Wesley Wood).

He then provided brief introductions of the Steering Committee, the Executive Committee, the Divisional Representatives, and the newest Council Committee --Key 3 – and its Chair who is the 2nd Vice President. He thanked the work of each of the Committee Chairs over the last year, as well as their committees. He introduced the Office of Alumni Relations staff, and the Divisional Representative colleagues. The President once again provided a brief history of the Council that former University President Steven Muller started.

A 10 minute-break followed.

II. UNIVERSITY UPDATE

The President provided highlights of University news as follows:

- The new Dean of the School of Education, Dr. Christopher Morphew, comes from the University of Iowa's School of Education.
- Paul Rothman was appointed to a second term as CEO of Johns Hopkins Medicine and Dean of School of Medicine for the next six years.
- The newest dean, Ellen Mackenzie of the Bloomberg School of Public Health, took over on October 1 as the 11th Dean and has been a Bloomberg Distinguished Professor and professor since 1991.
- Fenimore Fisher will join JHU as the first Vice Provost for Diversity and Inclusion and Chief Diversity Officer.

He discussed the increasing international diversity and percentages across the university. He also noted that JHU has been a steadfast supporter of the Dreamer's Act; and that many of the counseling services are available to both students and staff.

He outlined the progress of the SSEI - Students Services Excellence Initiative:

- The committee and advisory board have met.
- More than 3,000 students have provided survey feedback.
- The first implementation phase has begun and includes Career Services solutions and online shared resources across all schools on a common platform. The Executive Alumni Director and various Divisional Representative officers sit on the committee.
- Erica Juengst, Jen Yeager and Debbie Kennison sit on the Alumni Relations committee that partners with Career Services.
- The process will delve into Common Registration and aligned student schedules.

The President discussed civil discourse particularly in the academic environment and that JHU has adopted a policy on academic freedom that is well thought out and ahead of other universities. In that regard, he also mentioned the establishment of the Stavros Niarchos Foundation Agora Initiative to forge new ways to address the deterioration of civic engagement worldwide and facilitate the restoration of open and inclusive discourse, a cornerstone to healthy democracies. It was made possible by a \$150M grant from the Niarchos Foundation.

He noted the ongoing partnerships by the University; with the City of Baltimore both in East Baltimore Development and Remington.

III. KEY 3 UPDATE

Anika Penn, the Chair of the Key 3 Committee, provided highlights of the discussion during the Committee's luncheon meeting, which took place just prior to this session. The full minutes from the meeting follow.

Attendance: Anika Penn, Chair, Najette Abouelhadi, Tasmin Anwar, Natalia Arenas, Auburn Bell, Elizabeth Berman, John DeMaggio, Rebecca Feldman (representing Lindsay Esposito), Lisanne Gage, Elizabeth Humberston, Robin Ingram, Jordan Izzard, Erika Juengst (representing Jimmy Lou DeBakey), Steve Mahinka, Leslie Procter, Hether Scheel, Sharon Trivino, Shelby Wilkes and Jennifer Yeager.

Staff: William Archer, Tom Calder, Janet Kirsch and Leah Weiss.

Guest: Jay Lenrow

Welcome: The committee chair described the importance of the Key 3 Committee and that this meeting enabled its members to meet face-to-face in order to get to know each other. She added that some members were meeting other people in the room for the first time.

Introductions: The chair asked each person in attendance to give a brief self-introduction and present a question they have about the Key-3.

History of the Key 3 Concept: Jay Lenrow, past Alumni Council President, gave the history and reasoning behind the formation of the Key 3 Committee. The Key 3 Concept was formulated and introduced to the Alumni Council during the fall, 2015 meeting when he was AC President. He had attended alumni meetings at all nine schools and discovered that most of the students in attendance and many of each division's alumni had little knowledge of the Alumni Council and the alumni relations programs at the other schools in the Hopkins system. He pushed for and became successful in making the Key 3 Committee a standing committee of the AC. His major intention for the formation of the Key 3 Committee was to increase communication between the students, alumni and divisional representatives at each school, to increase communication between each of the nine schools and to familiarize the committee members with the function of the AC.

Key 3 Committee Mission Statement: The Mission Statement was approved by the AC Steering Committee during its October, 2017 meeting. It was felt by the chair that the committee needed a mission statement with a major goal of "helping further the mission of shaping the AC as the true representative body of the alumni for each division." Several committee members said it was important to consider adding a vision statement to the document in order to provide further guidance and to monitor the progress of the committee. Committee members were encouraged to bring their ideas of a vision statement and future committee goals to the next meeting. Several committee members added that several important words came out of the discussion: collaboration, exchange and connectivity. A question was asked of the committee. After two years, what will we (the committee) look like?

Previous Key 3 Wrap Up: Divisional similarities and differences: Tom Calder presented information collected from the Divisional Key 3 meetings during the year. It was interesting to learn from the data that, although many schools are using similar ideas in several areas, there remain some differences between the divisions. Although a strength of Hopkins is its decentralization, several committee members felt a goal of the committee should be to encourage the schools to share ideas through increased communication and collaboration.

Divisional Similarities:

- Students are looking to network, they want jobs and contact information with alumni not only in their own school but in all nine schools;
- Majority of schools are running similar types of programs for students, alumni, alumni and students, and mentoring;
- Several schools, specifically the students, have little understanding of the Alumni Council;
- Many schools have or are soon adding leadership programs for students and alumni;
- Several schools seek increased involvement with student government;
- Several want to establish programs in US cities that welcome young alumni;
- Many want to increase on-line communications;
- Many intend to build young alumni/student engagement programs;
- Majority want to further involve minorities in alumni groups;
- Add/increase alumni involvement during Orientation;
- Build a relationship with alumni on the West coast;
- Offer awards to students and alumni;
- “Break records” attracting alumni to reunions;
- Intend student organizations to be run by students;
- Increase international events, programs;
- Add mock interview programs, increase involvement with career services;
- Are testing remote areas for alumni engagement.

Divisional Differences:

- Students (SAIS, BSPH, Nursing) are on different academic calendars;
- BSPH has 10 departments, attempting to host at least one event for each;
- Serving different populations-undergraduates, graduate students, full-time versus part-time, on-line versus on-campus;
- Off-campus graduation events (Ed in Las Vegas);
- Filling a Dean position;
- Limited involvement in ring ceremony;
- Community engagement program (Ed, Engr, A&S);
- Knowledge of GoHopOnline;
- One school mentioned sending out an alumni newsletter;
- Two schools mentioned using webinars;

- One school mentioned having conversations with their Annual Fund;
- Few schools knew what to do in Divisional Key 3 meetings;
- Number of faculty involvement in programs varies;
- Number of engaged alumni varies;
- All but A&S and Engr have minimal connection with the Homewood Campus;
- Alumni Weekend/Homecomings are on different schedules;
- Alumni programs host graduate students in their homes, take them to dinner;
- Few programs involved in recruiting students to attend their school;
- One school is launching a new building campaign;
- Distant committee members skype in for meetings;
- One school is launching a new curriculum;
- Collaboration across schools is limited;
- One school has a virtual networking series;
- One school has alumni judge student projects;
- Alumni Ambassador Program.

Breakout Sessions: The chair subdivided the committee members into four breakout groups made up of student reps, staff reps, and alumni of each group with members from as many different divisions as possible. This process encouraged each group to be creative and to gather new and unique ideas. The groups were asked to bring those ideas back to the full committee for discussion following their planning session.

The following questions were given to the different groups by the chair:

1. What does your division do well? What can other divisions learn from you?
2. What can be improved?
3. How can we increase communication and collaboration across the divisions?
4. How can we increase the visibility of the Alumni Council across the divisions?

The following ideas came from the breakout sessions:

1. What does your division do well? What can other divisions learn from you?
 - a. Communications Platforms (SAIS), i.e. the newsletter, website, magazine with metrics to track coverage
 - b. Facetime with Alumni (Carey)
 - c. Connections with global alumni networks (SAIS, Bloomberg)
 - d. Creating tailored programming (SOM, SON)
 - e. Streaming Live and social media use (SOM, Bloomberg)
 - f. Mentorship Program (SOE, Bloomberg, Carey)

- g. Destination Graduations (SOE)
 - h. SOM: Connecting students with those in the field – dinners
 - i. Connecting incoming students with upperclassmen
 - j. BSPH: School leadership respects student opinions and gives them freedom // collaboration with career services // addressing specific international needs
 - k. PEAB: emphasis on student interaction + event sponsorship
 - l. Homewood: Student facing – bring in executives
 - m. Have strong alumni bases
2. What can be improved?
 - a. Disconnected from other Divisions / Geographic Challenges (Carey, SAIS)
 - b. Online engagement (SOE)
 - c. BSPH: Faculty diversity // creating department lines, seeking new ideas
 - d. SOM: increase awareness of school among diverse populations // faculty diversity // inviting to all // cultural awareness
 - e. PEAB: Same
 - f. Engaging rest of school between programs
 - g. Engaging alumni outside of core alumni
 - h. Career Center expectations not being met
 - i. Silo-ing at divisions
 - j. Build stronger communications between students & alumni, especially earlier
 3. How can we increase communication and collaboration across the divisions?
 - a. Share marketing materials
 - b. Have quarterly meetings
 - c. Tapping into student networks (SGA)
 - d. Coordinating alumni office staff
 - e. BSPH: Key-3 // cross-divisional events; all E. Baltimore cross divisional // inter-school pub crawl // continue cross-divisional staff meetings
 - f. SOM: sharing inter-divisional student/networking opportunities
 - g. PEAB: specific to Homewood, more awareness for both groups // better event communication
 - h. Affinity groups (open to students?)
 - i. GoHopOnline visibility
 4. How can we increase the visibility of the Alumni Council across the divisions?
 - a. Publicize in communications platforms more?
 - b. Needs a mechanism – Position
 - c. How to get involved (Alumni Council mechanism for involvement @JHU)
 - d. BSPH: didn't know of it as a student // joint-sponsoring events – SGA+JHUAA // professional development // student
 - e. SOM: video showing good work
 - f. PEAB: have student rep be an advocate/mouthpiece
 - g. Orientation – student cycle
 - h. Stronger presence from divisional rep?

The tentative Key 3 Calendar for 2017-18 was discussed with the committee members. It was noted that each Key 3 Divisional Committee should make every effort to meet 3 times during the

calendar year and to schedule their meetings close to the dates on the calendar. The chair reminded the committee that she will be presenting a summary of this meeting to the AC during the Business and Executive Committee meetings later in the weekend.

IV. PEABODY UPDATE

The Executive Alumni Director introduced the Dean of the Peabody Institute, Fred Bronstein. An accomplished pianist, dedicated music educator, and successful chief executive of American symphony orchestras, Fred Bronstein began his appointment as the first dean of the Peabody Institute of the Johns Hopkins University on June 1, 2014. He welcomed the Council members, alumni and staff to Peabody and thanked David Yaffe and Peabody's Divisional Alumni Representatives to the Council – Matt Rupcich, Paul Matlin and Elizabeth Berman.

Dean Bronstein reflected on his preparation of comments for the last graduation ceremony this past May and shared that during the process he recognized that our graduates are coming of age at a time of unprecedented change for music, which requires a different approach to education. Continuing to adhere only to excellence and to the core elements of music education is not enough for training musicians in this day and age. It requires more.

In his tenure at two major American orchestras, he could see the changing landscape present in those organizations and the importance and need to adapt and change to remain relevant in the world of which they are a part. Today there are changing lifestyles, an abundance of technology and a change in how music is consumed. In response to the changing world Dean Bronstein has established Peabody's 5-year "Breakthrough Plan" in order to focus the Institute on big strategic goals for the future built around four pillars: *Excellence* – to make Peabody as competitive as the most renowned schools of Johns Hopkins University; *Interdisciplinary Experiences* – to "own" the infusion of music across other disciplines in higher education; *Innovation* – as the oldest conservatory in the U.S., establish Peabody as a leading institution thinking about the future of classical music; and *Community Connectivity* – create a two-way partnership with communities that connects the Institute through collaborations and partnerships, while giving students the needed skills to be flexible and vibrant artists in the 21st century.

Peabody is piloting new components to the curriculum to reflect these goals. Some examples include: Peabody's String Sinfonia perform pop up concerts in unexpected places like prisons and Baltimore homeless shelters, <https://peabodyinstitute.wordpress.com/2016/10/21/inside-the-walls-sharing-music-in-unexpected-places/>. This is part of an effort to make music more relevant and accessible to more people in the community.

What musicians do involves more than just the performances. The school is in the audience development business and must broaden and diversify who will be there to participate and be their audience. Peabody is the soul of Hopkins and there is nothing like it in this institution. Peabody has instituted classes at Homewood with Instrumental Minors, a double degree from Homewood and Peabody, and a dance program next year.

The evolving Center for Music & Medicine and the amazing benefit of its work brings music and medicine together by making music and rhythm an integral part of treating neurological illness as well as improving the health of musicians worldwide in understanding their bodies as they relate to their playing or performance.

The ability to navigate and manage change is key. 25 years ago orchestras discussed excellence and performance and efforts to include community engagement. They were afraid that if they embarked in a direction to focus on community engagement that excellence would be compromised, but exactly the opposite is true. Embrace the AND, it is not one or the other. Institutions must be in and of many communities. The future of the arts will be vibrant and strong but wholly different, as it should, because nothing stays stagnant and the same.

Being world class means you can move the world. A video with that title was shown.

<https://www.youtube.com/watch?v=3NAJ4Vcuwpl&feature=youtu.be>

V. PEABODY TOURS

Peabody staff and alumni led Council member groups on one hour tours of Peabody, ending at the Gallery of the Library.

VI. ALUMNI COUNCIL COCKTAILS AND DINNER

Approximately 175 Alumni Council members, awardees, staff, and guests attended the first Alumni Recognition dinner, which was held at The George Peabody Library. Cocktails in the gallery included music provided by Peabody student pianist Tomasz Robak, a libraries exhibit "Bibliomania," and a large screen TV showing the Student Grants Thank You video. Awardees had their photos taken by award type during this time. The dinner program featured the recognition of two Council members who were completing two terms on the Council; 30 recipients from the six categories of Alumni Association Awards;; a surprise "flash mob" performance by six Peabody student musicians; and a five minute performance by the Dunbar Baldwin Hughes Theatre group.

SATURDAY, OCTOBER 7, 2017

Facilitator: David Yaffe

Time Meeting Start: 8:30a.m. (ET)

Meeting End Time: 4:00p.m. (ET)

BUSINESS AND EXECUTIVE COMMITTEE MEETING

I. WELCOME AND CALL TO ORDER

The President called the meeting to order at approximately 8:30 a.m.

He thanked everyone for making last night's evening a special gathering for the guests and awardees. He stated that the Council is off to a very good start for the current year then began the business meeting by introducing the Treasurer.

II. BUDGET REVIEW

Nikolas Matthes, the Treasurer referred to the Provisional FY18 Budget. He stated that the negotiations for the Bank of America (BOA) credit card program are finally headed in the right direction. He referred to the hand out of revenue bar graphs showing the sources of JHAA revenue. The revenue supports activities and committees' work. He gave an overview of the expenses – noting that much of the revenue goes towards Council activities such as the awards programs, student engagement, grants, etc. He stressed the importance of the Annual Fund and members' contributions to it.

Susan DeMuth, the Executive Director of the JHAA, stated that negotiations between BOA and Hopkins have been tedious. One issue has been the use of proposed language endorsing BOA, since the institution does not endorse anyone. The Office of the Senior Vice President for Finance and Administration has been brought into the conversation and it is hoped that this contract will get signed by the end of the month.

It was stated that those who have a regular BOA credit card can switch it to a JHU credit card and the JHAA will receive royalties. Affinity cards are not something banks want to do – we have about 12,000 units.

If BOA will not sign a five-seven year contract, we will at least try for a three-year term. The income has represented approximately 12% of the JHAA budget.

The Treasurer introduced Brittany Schaff, the new Executive Director of the Office of Annual Giving. The momentum is really good and as long as we all do our part we will have another strong fundraising year.

The Council approved the budget by unanimous vote.

III. SECRETARY'S REPORT

The Secretary referred to the minutes from the August 8th Executive Committee meeting and asked for any corrections. With none being given, the minutes were approved as distributed. He noted that this meeting counts as an Executive Committee meeting even though it is part of the full Council meeting. The approved minutes are posted on the alumni website for full transparency. The only addition to the bylaws this past year has been the establishment of the Key 3 Committee.

IV. DASHBOARD REVIEW

Brett McCone, leads the ad-hoc committee looking at providing greater visibility on our metrics. He described in detail the layout and the content of the Dashboard slides and handouts. The bar graph by quarter shows total giving on the blue bars; dots are running total. Plans are to compare quarter by quarter by year for good comparison. The dark bar represents donor counts; the light bar is average donation. Currently the average donation is \$100 with 4,000 donors and an increase is hoped for. It was noted that this represents only gifts to the Alumni Association. Another slide was the donor heat map to show where (by state) the donations are coming from. Another slide indicates number of attendees at an event (both constituents and alumni) – i.e. the 2nd quarter of 2016 showed 1,600 constituents and 900 guests. There is an international heat map as well. The events shown represent only those that are in the system (ALADIN). The Tableau system is still getting approved and once launched will be used by the divisions.

The Alumni Engagement Score will help us improve our data. Many of the divisions do not have the manpower to upload and use the Tableau system.

Our database is a 20 year old Oracle database that was homegrown. The University is now looking at a new CRM to replace the database at the end of the campaign. Two firms are being considered. It is an expensive endeavor. The current systems do not speak to each other.

As we strive toward a *One University* approach, we need to find a solution to make that visible and known. It was stressed that we need to see where *all* events for Hopkins are happening since more than likely alumni will be attending them. Everyone is on board for making the change to a better comprehensive system.

V. COMMITTEE INTRODUCTIONS, FOLLOWED BY COMMITTEE MEETINGS

The Executive Director introduced the chairs of the six committees. The seventh committee, the Key 3, met on Friday. Each committee was asked to meet for 90 minutes and provide a written report to be distributed with the minutes rather than to report back today.

Alumni Communities

Participants: Donika Hristova, Mike Pryzby, Sara Abiusi, John DeMaggio, Mark Rosenblum, Will Linder, Sonia Sarkar, Ajay Kaisth, Anita Holloway, David Yaffe, Jimmie Lou DeBakey Staff: Leah Murphy, Elena Thompson, Jason Heiserman

The President discussed his experience with the University from the School of Arts and Sciences (A&S) to its Second Decade Society (SDS) and to the A&S Advisory Board. He noted that the A&S Advisory Board is not alumni-facing. He described what the Alumni Communities Committee was designed to do and explained the role of the Committee.

Elena Thompson explained what the Affinity Groups do and how they engage with the alumni population. Affinity Programs try to create community by bringing alumni with specific interests and industries together. It is volunteer driven and volunteer focused – both in content and programming.

Michael Pryzby explained his involvement and experience with the Aerospace Affinity Group.

The President commented that communities outside of the major cities are not aware of Affinity Programs or their offerings. Elena Thompson commented that events are locally driven. The Committee questioned how Affinity Programs can be leveraged across the country. Sara Abiusi commented that she cannot see how the Committee impacts communities.

Leah Murphy explained what the Regional Communities do and how they engage with the alumni population.

Jason Heiserman explained what the Young Alumni Committees do and how they engage the Homewood alumni who graduated between 0-10-years ago. Young Alumni Committees are primarily in the largest eight markets and may consist of one or a few volunteers.

The President introduced the 2016 Alumni Communities Survey. Jason Heiserman provided a summary of Alumni Communities calls to alumni. The group discussed their specific experiences with their personal calls. Sara Abiusi commented that alumni are concerned with the time of day that events are held. John DeMaggio commented that alumni want fewer, more robust events with University faculty, etc. Mark Rosenblum commented about traffic in cities and how that impacts attendance or availability of events.

Sara Abiusi raised the question of whether we intend to engage the engaged or pull in those on the fringe. John suggested that 2/3 should be tailored to those who are engaged and 1/3 should

try to engage new people, based on the fact that it has always been a struggle to engage the non-engaged.

Donika Hristova questioned whether statistics of participants in Regional & Affinity groups are available, and whether those are accessible to the Committee. Elena confirmed that some numbers are available and commented that comparing year to year is difficult to do. Jason commented that numbers are helpful, but sometimes do not tell the whole story.

Mark Rosenblum questioned how the Alumni Communities Committee can best support the Office of Alumni Relations (OAR) in Regional/Affinity programs. The President asked how the Committee can assist the OAR strategically. Jason referenced last year's committee objectives and initiative.

Sonia Sarkar questioned whether the Committee can help with tool kits, standardization, and filling holes in needs for Regional/Affinity committees.

John DeMaggio questioned whether the Committee name should be changed to "University Communities" and whether their work should encompass everyone – alumni, students, staff, and faculty.

Awards & Nominations, Jonathan Bradley

Committee members introduced themselves and welcomed some new members to the discussion. A handout described the awards, the budget and the Committee's mission. It was noted that the Committee needs SAIS and Peabody representatives.

The following points were made about the Committee's overall work:

- Recognition is important to building the pipeline for the University.
- It's a humbling and tactical experience.
- There is much sensitivity and often difficulty in the decision process.
- Committee members' backgrounds and biases come together in discussing nominees.

The group looked at the budget and learned that the number of awards has been stable and the expenditures have stayed within budget over the years.

There was discussion about following up with awardees. It was questioned whether awardees become more engaged with the University as a result of receiving an award. Should there be more follow up with awardees by asking them to speak at events or become involved in the local chapter. We should find out how the awardee communicated to his/her community about the award.

It was stated that more communications about the awardees is needed. The website could include photos; more social media could be used; the school publications could have more stories about them. More is needed to promote the list of awardees.

There was discussion about how to improve the process:

- Each nominee should have the same amount of discussion time by committee members – 2 minutes.
- A two-minute video could be used to share information and highlight comments about each nominee.
- To refine the video, maybe have a template with four bullet points that highlight why this person should be given an award.

Another suggestion was to interview awardees in preparation for the coming year. Perhaps have a video of previous awardees reflecting on the impact of the award on their life, what it meant to them, and put it on the website or have it at the awards dinner.

It was also suggested that we ask students to design a badge for each award type that would go on the awardees' GoHopOnline page. Bill Kirst offered to work on this.

Another suggestion was to create a "One Hopkins" award for those who build bridges across the nine divisions. (The Bloomberg Distinguished Professors would be excluded from this.)

It was suggested that there be a Diversity Award and that a subgroup of the Committee meet with the new Diversity Officer, Fenimore Fisher. Ralph Hruban, Bill Kirst and Shelby Wilkes offered to work on this.

It was also noted that the Recognition Dinner should have more information about the awardees, perhaps one sentence about each one's accomplishments as he/she is introduced. The program should include the actual URL where the awardees' bios are listed.

Communications and Outreach, Paul Matlin

Attendees: Paul Matlin, Chair; Stephen Mahinka, Phuong Tran, Gwen Harley (staff)

Gwen Harley, staff, provided an overview of the initiatives that the committee completed in 2017, and discussed the communications plan for the Office of Alumni Relations for FY2018, including the solicitations plan and giving days, including #JHAASStudentGrants.

Paul Matlin, chair, discussed the focus of the Communications & Outreach Committee for 2018. In addition to providing the Newsletter to alumni, Paul would like to extend an alumni-facing version to the Alumni Association at large. He also discussed the need for the committee to review the budget, and to put forth a plan to use those monies to continue to promote the work of the Alumni Council.

Steve Mahinka and Paul Matlin also shared their discussions with members of Key 3, and mentioned that we should consider meeting with them formally to coordinate efforts, because there is possible overlap between the Key 3 and Communications & Outreach.

In addition, the group discussed the Alumni Relations Review and the development of the strategic plan, and voiced that the committees would have to undergo some type of reorganization to match that new plan.

Gwen Harley mentioned that as part of the Alumni Relations Review, the University would drive an alumni survey per the recommendation of GG&A. She also mentioned that we had not done a survey in more than five years. Steve suggested that when speaking with various partners about the survey that we consider targeting questions according to the audience, since alumni who are not engaged would have a much different view than someone who was highly engaged, or reluctant. We will need to consider different questions because, as expected, the answers will be very different. We also need to consider what we are trying to do with the survey. He also suggested that we consider how to target those who may not have had a good experience, like women and minority alumni.

Phuong Tran raised questions about GoHopOnline, and discussed the need for us to stress the fact that GHO vets every member, when LinkedIn does not.

Development & Finance, Judie Mopsick

Committee members in attendance: Judie Mopsick, Chair, Lisa McMurtrie, Brett McCone, Nikolas Matthes

Staff: Susan deMuth – Executive Director Alumni Relations

Guest: Brittany Shaff – Executive Director of Annual Giving

Guest: Debbie Kennison, Director, Constituent Engagement at Peabody

We began the meeting with introductions by the committee members and welcomed Debbie Kennison, and Brittany Shaff. Brittany is the new Executive Director of Annual Giving and will bring experiences from her prior development work at other colleges and universities. Debbie is the Director of Constituent Engagement at Peabody and she was able to share Peabody development experiences with the committee.

The last time the committee met was in September, and Judie stated that the FY18 objectives of the Development and Finance (D&F) committee are for stewards for the donors to the Alumni Association, and development of new fundraising strategies.

Summary of 2017 Stewardship activities:

We met periodically during FY17. Last year we focused on reaching out to all first-time donors and sent handwritten thank you notes. 689 donors gave at least \$250 last year. We are now tracking how many of these donors were repeat donors in FY18.

In addition, we personally called or emailed donors who gave \$100 or more to the Alumni Association. We got a minimal response for the effort put in. A phone call usually resulted in leaving a message on an answering machine. The donors we spoke with were appreciative.

However, some asked why they were getting so many calls from Johns Hopkins University. (In addition, the D&F committee, other JHU phone centers are calling alumni). The D&F committee is willing to make calls but we need to make sure that there is a good return on our investment of time.

At our September, 2017 meeting we discussed sending a pre-printed post card to first-time donors in lieu of hand-written notes (these are donors giving less than \$100). As the demographics of the alumni population have changed, we must consider modifying our outreach for fundraising to the Alumni community. For alums who have graduated in the last 20 years, we can expect that they get most of their information electronically or through social media.

- 69% of our alumni are graduate students
- 35.8% of our alumni live in Maryland.

We agreed to continue discussing outreach strategies at the Annual meeting.

Alumni Council Donations:

Alumni Council donator participation is currently at 55% and our goal is 100% for FY18 (July 1- June 30). Susan deMuth will send a letter to each member by the end of the calendar year to remind them to make their donation to the Alumni Association. The committee members agreed that we need to be clear to Alumni Council members that their donation is for the Alumni Association. We suggested sending AC members a letter in July before the fall meeting, and then regular reminders as necessary. It was suggested that we could create an honor roll of donors that would provide some peer pressure. However, there could be privacy issues with this approach. Susan will look into alternative approaches, such as running a financial account of Alumni Council giving: Do not list names, just totals.

Stewardship Ideas for the Coming Year:

We were fortunate to have a lot of input from Brittany Shaff. She suggested sending a “thank you” card to first-time donors and telling the second-time donors that “they are a perfect donor.” State they “will remain perfect” by donating again and ask them to “raise their donation to the next level.”

She emphasized that the way you thank people is important. For example, don’t call younger donors, send them a colorful card. Brittany commented that younger donors will react positively to colorful letters, similar to an Instagram post. Brittany will put together a portfolio of ideas for us to review.

Other suggestions: Consider stratified gift levels. Susan said that setting up groups and clubs can get complicated and we can’t do it for Alumni Association donations only.

We could stratify the donor list – for example at \$250, \$500, \$1,000 – and send a different letter with Susan’s signature, asking for donors to increase their contribution.

It was suggested that we hold “thank you dinners” in key cities, for donors at certain giving levels – perhaps \$250+

What can we give people back for their donation - understanding that there are IRS rules that dictate this action?

Solicitations moving forward – Data Analysis:

Before we decide on how to stratify our donors for specific outreach activities, we need data on consistent donors. For example:

How successful was “egiving day” for people who had not given last year? Brittany suggested using the calendar events for Johns Hopkins University and tie it into the method of solicitation. For example, do not solicit on ‘Giving Day’. Solicit on day of graduation or on Alumni weekend then follow up right after events as timing is important.

We need to target money amounts based on previous giving. How do donations differ by school, by graduation class, and by their age? We should ask people for a certain amount and explain where their donation goes. The letter should tell people what their donation does and where it goes.

Next Meeting:

- We will schedule the next meeting for late November/early December depending on when Brittany can gather the data we need to begin to stratify our approach to donors.
- Brittany will bring results of data analytics discussed above.
- Brittany will provide us with some sample solicitation letters
- Susan will complete analysis of Alumni Council donors and first-time donors who gave a second time following our FY17 plan.

Student Engagement, Eric Chiang and Michael Baltzell

Committee Members include: Alumni Co-chair: Michael Baltzell, Student Co-Chair: Eric Chiang, John Abodeely, Reginald Bannerman, Auburn Bell, Michael Cornelison, Dave Einolf, Kevin Fox, Mary Jo Holuba, Vernon Huang, Judy Keen, Wayne Nickols, Matthew Rupcich, Tony Spann, Elena Stokes, Natasha Yamaoka, Students – Najette Abouelhadi, Peab, Mahdi Hemingway, Bus, Elizabeth Humberstone, Edu, Natalie Neft, Nurs, Debanjan Pain, Med, Raul Saraiva, BSPH, Nathasha Soon, SAIS, Sarah Wolfe, A&S, and Non-Voting Alumni Advisor: Karina Lipsman, Engr

After introductions from members, the Chair thanked everyone for their time and hard work with the Student Engagement Committee. He appreciates everyone’s dedication and hard work. The

2016-2017 year has been a successful one because of the dedication and support of staff, students, and alumni members. Then, the sub-committees chairs reported on their updates.

- The sub-committee chair reported on the following about the caRING Program:
The program humanizes the Alumni Association to students while they are students. Our goal is for one ring to be awarded to each division. It is a way for us to say thank you to the student population. Last year, we extended the application deadline. This year, the deadline will be the same as the ultimate deadline: January 8, 2018. The sub-committee is reviewing the rubric for how best to review the applications. The biggest challenges have been marketing the programs. Avenues we are exploring are GoHopOnline, Flyers, utilizing the student representatives, digital ads, and advertising with both the Balfour Table and Commencement Offices.
- The sub-committee chair reported on the following about the BASIC Program:
Last year, the BASIC event was held on Friday during Leadership Weekend. This year, it will be held on Saturday, during lunch. The goal is to connect alumni with students. We surveyed both the alumni and students last year and hope to do the same this year but much sooner after the event. Those students who were invited but did not attend will be surveyed to understand why they did not attend. Next year, we should consider an application process and send it to the presidents of the student organizations and groups.
- The sub-committee chair reported on the following about Career Services:
Homewood Career Services has experienced a few years of turn over recently. From a student perspective it is a, “hot mess” and unacceptable. It is a main focus of the Trustees as well as the Student Services Excellence Initiative. The divisions that have strong Career Services and alumni are Bloomberg, Carey, and Peabody. The committee will reiterate its willingness to support career services.
- The sub-committee chair reported on the following about GoHopOnline:
Last year’s goals were to increase users, encourage mentorship, increase user-ship, and track success. Our numbers have increased to over 12,000 users but we are still having a difficult time tracking our success. We are trying to work with the parent company to gain the correct metrics.
- The sub-committee chair reported on the following about the Ring Program:
The ring program reflects “one university.” Available to students and alumni of all nine schools, the ring continues as a symbol of one vibrant community of Johns Hopkins students and alumni. Our goal last year was 250 rings and we sold 283. Our goal for FY18 is 300. The ring ceremony was also successful. New items for 2018 are:
 - Thursday Night Ring Ceremony
 - Increased Marketing to all 9 divisions this year

- Hold student rings until ceremony
- The staff liaison reported on the following about the Welcome/Graduation Gifts:
The Graduation Gifts were the embossed leather business card holders like previous years. The Welcome Gifts were the blue tumbler like the year before. Everyone received a welcome gift.

The committee chair spoke about next steps which include determining our meeting time. There was general agreement that the committee should explore moving from one face to face meeting per year to two face to face meetings per year.

The committee members were asked to consider and suggest additional focus areas for the Student Engagement Committee.

The committee expressed its appreciation for the support and dedication of staff liaison Janet Kirsch who is departing Johns Hopkins. She will be missed.

Student Grants, Amy Nagler

Council member attendees:

Elizabeth Berman, Kevin Capinpin, Brian Fruchey, Bob Garnet, Liaison to Marketing and Communications Committee, Stuart Kahl, Liaison to Student Engagement Committee, Amy Nagler, SGC Chair, Liaison to Executive Committee, Ronald Versic, Matt Rupcich, Liaison from Student Engagement Committee, John Imboden – new council member, William Matsuzaki – new council member

Staff Members: Susan deMuth, Executive Director, OAR; Kristian Castro, Associate Director, OAR; William Archer, Assistant Director, OAR

Facilitator: Amy Nagler

Following introductions, updates were given as follows:

1. Application Updates

- a. Current Application Count
 - 43 applications (10 complete) have been received.
 - William and Amy will review some marketing ideas.
 - The committee talked about how the program has grown over the years.
 - Stuart created an evaluation guide to help new committee members and to create consistency in the evaluation process.
 - SGC also reviews how the alumni council will be recognized and exposure; in addition to pictures and posters being a part of the final report group submission.
 - Monthly calls are held to discuss updates and planning for SGC.

2. Evaluation

- a. Grant Assignment, Evaluation, & Decision Timeline
 - Grants Assigned & Evaluation Begins – 10/24
 - Evaluations Due – 11/6
 - Decision Call Held & All Funding Decisions Made – 11/13
 - Decisions Distributed to Student Groups – 11/17

Next Steps include: Winter/Spring 2017/2018 Calls

- Thursday, November 9, 3:00-4:00 pm ET
 - Monday, December 4, 3:00-4:00 pm ET
- b. Applications Assigned & Evaluated

SGC Priorities for FY 2017 - Goals & Open Discussion

- Determine ways to promote the program.
- Raimee, a public health graduate, promotes the committee directly to students and groups.
- SGC discussed that application numbers are a bit lower than last year and will consider extending deadline.
- The group also mentioned the possibility of holding some funds for doing another application process in January.
- There will be a feasibility study to consider spreading out the cycle and offer an application process in January.
- Committee discussed reaching out to groups directly that applied last year.
 - Kristian will send list of groups for committee members.
- We discussed an audit process to ensure that groups are using funds as expected.
- Staff will discuss with Reviewr if we can compare the application to the Final Report (William to work with Reviewr).
- There will be an update on the budgeting template.
 - Considering putting into categories to create consistency
- William will talk to the alumni relations team and Reviewr about an extension on the grant period. As for offering a 2nd deadline, William will review groups to see how many funds are allocated in each semester (especially considering 2nd review period).
- William will send out a Doodle poll for January and Spring and add options for 3pm ET or earlier for West Coast committee members.
- Send out guidelines to committee evaluators. Guidebook!
- When evaluators receive the applications to review, they will get the guide in addition to other resources.

VI. BASIC NETWORKING LUNCHEON (Building Alumni Student Inspired Connections)

The Council convened for lunch in the Glass Pavilion. The student Co-Chair and BASIC chair of the Student Engagement Committee explained the flow of the networking lunch and directed Council

members and students to sit at the industry themed table of their choice. Approximately 25 students from seven divisions attended the lunch.

VII. ALUMNI RELATIONS REVIEW

The Associate Vice President for Constituent Engagement and the Executive Director of Alumni Relations described the first thorough University wide alumni relations review and thanked all the Council members who participated in it. The following aspects were described:

- Methodology used and general observations
- Definition of mailable alumni and the "flipped" university concept
- The greatest challenge being our decentralized structure
- That Columbia University is our closest peer in terms of undergrad vs grad ratio
- That almost half of mailable alumni come from the two Homewood Schools
- That 31% of mailable alums have graduated in the last 10 years, 56% in the last 20 years
- That more than a third of our alumni live in state of Maryland
 - People questioned the validity of the DC number, which seemed very low.
 - This was a grouping "error" and these numbers will be extracted and reevaluated.

The Associate Vice President outlined our unique funding model, with the total being \$3.5M of which \$2.6M is from University funding and \$837K from self-generated funding.

The difference between spending and allocation was clarified.

There were questions about the following:

- Divisional spending vs. central spending.
- Currently gifts to the Alumni Association being split between central and the schools.
- Return on investment dollars spent per alum.

We have increased the amount of resources at a rate higher than our peers, but we are still further behind.

There was a question about the average alumni giving amount. We would have to remove Mike Bloomberg and certain foundation gifts to get a better picture of the average gift.

Our focus should go beyond events and expand to include volunteer roles, digital engagement, and communications.

It was discussed that the Affinity program is a growth area that engages alumni based on who they are instead today as opposed to who they were when they attended JHU.

There were several questions about the Alumni Engagement Score, wanting to see results and asked for the Council to have a special session on desired results.

The Executive Alumni Director clarified what the Alumni Engagement Score measures.

Other questions included:

- What has been the response on the recommendation that we eliminate the funding model?
- What are peer institutions doing?
- What is the opportunity cost for new protocols?

It was suggested that we add metrics of success for new initiatives and form a subgroup of the Council to focus on the strategic plan.

VIII. STRATEGIC PLAN DISCUSSION

The Secretary summarized the small group breakout discussions that were in response to the findings of the Alumni Review and beginning stages of the strategic plan. The recurring themes across the five areas of discussion (Career and Professionalism, Divisional Engagement, Affinity—Personal or Professional, Undergraduate Students and Young Alumni and Recent Alumni from Graduate School) were:

Undergraduate Students and Young Alumni /Recent Graduate Alumni

- Connecting career services offices across the institution is important
- More alumni and student networking opportunities—examples are last year’s Alumni Council Friday dinner and today’s Alumni Council lunch
- Give more Alumni Council visibility with students

Career and Professionalism

- Perception that it is broken at Homewood
- Mentoring and networking are key to success (mentoring training also important)
- Greater use of GoHopOnline (GHO)
- Develop interest groups in GHO
- Expanding Affinity groups
- One platform across all 9 divisions for career services/jobs
- Lifelong learning – make existing programs more visible
- Training in specific fields
- Engage nominees and award recipients in TedTalk
- Create digital badge for award winners for GHO

Affinity

- Build interest/Affinity groups on GHO
- Expand and build more groups and get more people involved
- Better marketing of program

Divisional engagement

- Increase cross-divisions involvement
- More affinity
- Bring alumni back to Homewood and divisional campuses more often
- Develop a divisional buddy program
- More opportunities for lifelong learning --promote more and continue what exists
- More alumni on campus – making BASIC part of what we do
- More Affinity groups
- Alumni/student lunches
- Team building type activity for divisional reps/student reps

Recent Alumni & graduate programs

- Focus on non-resident and online students
- Mentoring – divisions identifying fields of study mentors
- How can we be predictive about student engagement?

Other Ideas

- Better engage and promote award recipients
 - Explore how we share the award recipients' profiles
 - Create an alumni GHO “badge” for awardees
- Create an Alumni GHO “badge” to highlight the great/best alumni mentors
- More online programs for alumni and students
- Use technology more across the board and think to anticipate the future
- Use student representatives more as our point of connections to divisions and current students
- Push information thru Key3—use as a communication tool
- Create a team building activity across divisions students and Alumni Relations and Development leaders
- Develop a way to use technology to better engage alumni internationally and/or with Alumni Council members
- Consider streaming video for a “state of the union event” based on the Alumni Council Friday dinner at Peabody

**Email Susan deMuth, sdemuth@jhu.edu, with any additional ideas and/or concerns and thoughts.

IX. SUMMARY SESSION – DAVID YAFFE

The President highlighted that the Council is energetic and evolving, that members participate not just attend. He also thanked Stu Kahl for his service on the Council. He reminded everyone that the deadline for awards nominations is December 1. He stated that the Alumni Council member's role is extremely valuable. While Committee work is important, more work is needed across the committees and to determine how to make the Council work better as a group and connect with the University. He welcomed input on this topic from members. Progress has been made with the Alumni Communities who did a survey with mixed feedback. Young Alumni Engagement efforts over the last five years have been significant. Communication between alumni and the University is an area that needs to be addressed. More communication at chapter activities about the University is needed. Council members are also ambassadors for the University and need to talk up the Alumni Association. If anyone has thoughts, send them even before the minutes come out. Do not lose ideas!

The President thanked the staff, both central and divisional, for their roles with the Council.

The President adjourned the meeting at 4 p.m.

Invitees:

Executive Committee:

David Yaffe, President	Attended
Allyson Handley, First Vice President	Attended
Anika Penn, Second Vice President	Attended
Nikolas Matthes, Treasurer	Attended
Bryan McMillan, Secretary	Attended
Jay Lenrow, Past President, Ex-officio	Attended
Auburn Bell, Div Rep Business	Attended
Jonathan Bradley, Awards & Nominations Chair	Attended
B. Michael Baltzell, Student Engagement Chair	Attended
Elizabeth Berman, Div Rep Peabody	Attended
Mindy Farber, Alumni Communities, Chair	Attended
John DeMaggio, Div Rep Eng	Attended
Donika Hristova, Div Rep SAIS	Attended
Judie Mopsick, Development & Finance, Chair	Attended
Eric Chiang, Student Engagement, Chair	Attended
Paul Matlin, Communications/Outreach, Chair	Attended
Amy Nagler, Student Grants, Chair	Attended

Paula Kent, Div Rep Nursing	Attended
Steve Mahinka, Div Rep A&S	Attended
Brett McCone, Div Rep Public Health	Attended
Yasmene Mumby, Div Rep Education	Absent
Matt Rupcich	Attended
Phuong Tran Org Rep PRIDE	Attended
Shelby Wilkes, Div Rep Medicine	Attended
Wesley Wood, Org Rep SOBA	Absent

Alumni Council:

Sarah Abiusi	Attended
John Abodeely	Attended
Reginald Bannerman	Attended
Leo Bell	Absent
Michael Brenner	Absent
Kevin Capinpin	Attended
Yara Cheikh	Absent
Buddy Cleveland	Absent
Michael Cornelison	Attended
Ruben del Prado (former council)	Attended
Lisa Dunkle Scheffler	Absent
Raimee Eck	Absent
William Enright	Absent
Kevin Fox	Absent
Robert Garnet	Attended
William Greenberg	Attended
Allyson Handley	Attended
Anita Holloway	Attended
Mary Jo Holuba	Attended
Vernon Huang	Attended
Stuart Kahl	Attended
Bill Kirst	Attended
Susan Kulik	Absent
Jill Leukhardt	Absent
Seth McDonnell	Absent
Lisa McMurtrie	Attended
Judie Mopsik	Attended
Wayne Nickols	Attended
Ryan O'Grady	Absent
Mark Rosenblum	Attended
Matt Rupcich	Attended
Tony Spann	Attended
Ronald Versic	Attended
Anne Wallis	Attended
Natasha Yamaoka	Attended

William Zitzmann

Absent

Staff Members:

Susan deMuth, Executive Director, OAR	Attended
Marguerite Jones, Sr. Director, OAR	Attended
Patricia Conklin, OAR	Attended
Elena Thompson, OAR	Attended
William Archer OAR	Attended
Jen Kafka, OAR	Attended
Gwen Harley, OAR	Attended
Krystle Ongaco, OAR	Attended
Jason Heiserman, OAR	Attended
Michell Dorsey-Jackson, OAR	Attended
Stephanie Muller, OAR	Attended
Marietta Carandang, OAR	Attended
Janet Kirsch, OAR	Attended
Vanessa Logan, OAR	Absent
Ercell Buckson, OAR	Absent
Kristian Castro, OAR	Attended
Diane Heavel, OAR	Attended
Krystle Ongaco, OAR	Attended
Leah Murphy, OAR	Attended
Jen Yeager, School of Education	Attended
Jordi Izzard, SAIS	Attended
Debbie Kennison, Peabody	Attended
Erika Juengst, School of Nursing	Attended
Robin Ingram, Medicine	Attended
Jimmie Lou Debakey, BSPH	Attended
Morgan Martin, BSPH	Attended
Tasmim Anwar, School of Engineering	Attended
Lindsay Esposito, Krieger School of A&S	Absent

**JOHNS HOPKINS UNIVERSITY
ALUMNI COUNCIL LEADERSHIP WEEKEND
OCTOBER 5-7, 2017
AGENDA**

OCTOBER 5, 2017

THURSDAY

5:30 P.M. – 7:00 P.M.

RECEPTION (For those who arrive early or will be on campus.)

Johns Hopkins Club, Lounge

OCTOBER 6, 2017

FRIDAY

11:30 A.M. – 1:30 P.M.

JOHNS HOPKINS ALUMNI ASSOCIATION NEW MEMBERS LUNCHEON AND DISCUSSION

Mt. Vernon Club, 8 West Mt. Vernon Place

New Members and their Mentors are expected to attend this lunch discussion.

Business attire (jacket required, no ties needed, no jeans)

Welcome

Bryan McMillan, Bus '00, '02, Secretary, Johns Hopkins Alumni Council

Ralph Hruban, Med '85

Park at Peabody Garage, 606 St. Paul Street

Shuttle from the Radisson at Cross Keys at 11:00 am and from the Embassy Suite/The Grand at 11:15am to Mt.

Vernon Club

11:30 A.M. – 1:30 P.M.

KEY 3 COMMITTEE LUNCHEON AND MEETING

Peabody Centre Street Performance Studio

5 E. Centre Street

Each Key 3 group is expected to attend this lunch discussion.

Key 3 Updates and Discussion

Anika Penn, SAIS '10, Second Vice President, Johns Hopkins Alumni Council

Park at Peabody Garage, 606 St. Paul Street

Shuttle from the Radisson at Cross Keys at 11am and from the Embassy Suite/The Grand at 11:15am to Center

Street Performance Space

12:00 P.M. – 1:45 P.M.

PEABODY GUITAR RECITAL AND BUFFET LUNCHEON (OPTIONAL)

Friedberg Hall and Rymland Room, Peabody Conservatory, 17 East Mt. Vernon Place

Those not attending the New Members or Key 3 luncheons are cordially invited.

Guitar Recital featuring Meng Su, Peab '09, '11, '15, 2017 Outstanding Recent Graduate Award Recipient

Buffet Lunch immediately following with Meng Su and her teacher Manuel Barrueco, Peab '75

Park at Peabody Garage, 606 St. Paul Street

Shuttle from the Radisson at Cross Keys 11:30am and from the Embassy Suite/The Grand at 11:45am to Peabody

2:00 P.M. – 4:30 P.M.

JOHNS HOPKINS ALUMNI ASSOCIATION OPENING SESSION

Peabody, Joe Byrd Hall

Peabody Conservatory, 17 East Mt. Vernon Place

Welcome and Introduction of New Members

David Yaffe, A&S '74, President, Johns Hopkins Alumni Council

University Update

David Yaffe, A&S '74, President, Johns Hopkins Alumni Council

Allyson Handley, Ed '75, '78, First Vice President, Johns Hopkins Alumni Council

Key 3 Update

Anika Penn, SAIS '10, Second Vice President, Johns Hopkins Alumni Council

Peabody Update

Fred Bronstein, Dean of Peabody Institute

Park at Peabody Garage, 606 St. Paul Street

Shuttle from the Radisson at Cross Keys at 1:30pm and from the Embassy Suite/The Grand at 1:45 pm to Peabody

4:30 P.M. – 5:30 P.M.

TOUR OF PEABODY

Small group tours depart from Byrd Hall

5:30 P.M. – 9:00 P.M.

ALUMNI COUNCIL COCKTAILS, DINNER, AND RECOGNITION

George Peabody Library and Exhibit Gallery

Peabody Conservatory, 17 East Mt. Vernon Place

Business attire (jacket required, no ties needed, no jeans)

Recognition of Council Members completing service on the Council

David Yaffe, A&S '74, President, Johns Hopkins Alumni Council

Recognition of 2017 Alumni Association Awards recipients

David Yaffe, A&S '74, President, Johns Hopkins Alumni Council

Student Grants Presentation

Amy Nagler, A&S '89, Chair Student Grants Committee

Dunbar-Baldwin-Hughes Theater Company

Complimentary Parking at Peabody Garage, 606 St. Paul Street

Shuttle from Peabody to the Embassy Suite/The Grand and the Radisson at Cross Keys at 9:00pm

Music provided Tomasz Robak, doctor of medical arts candidate at Peabody

OCTOBER 7, 2017

SATURDAY

8:00 A.M. – 8:30 A.M.

CONTINENTAL BREAKFAST

*Glass Pavilion, Levering Hall
Homewood Campus*

*Parking available in the South Garage
Shuttle from the Embassy Suite/The Grand at 7:45am and the Radisson at Cross Keys at 8:00am to Levering Hall*

8:30 A.M. – 11:45 A.M. ALUMNI COUNCIL BUSINESS AND EXECUTIVE COMMITTEE MEETING

*Glass Pavilion, Levering Hall
Homewood Campus*

Welcome and Call to Order

David Yaffe, A&S '74, President, Johns Hopkins Alumni Council

Budget Review

Nikolas Matthes, BSPH '98, Treasurer, Johns Hopkins Alumni Council

Secretary's Report

Bryan McMillan, Bus '00, '02, Secretary, Johns Hopkins Alumni Council

Dashboard Review

Brett McCone, A&S '96, BSPH '98

Break

Committee Introductions followed by Committee Meetings

- Alumni Communities, Mindy Farber, A&S '74
- Awards & Nominations, Jonathan Bradley, Bus '09
- Communications and Outreach, Paul Matlin, Peab '70, '72, Bus '81, Engr '84
- Development and Finance, Judie Mopsik, BSPH '99
- Student Engagement, Michael Baltzell, Engr '71
- Student Grants, Amy Nagler, A&S '89

(Committee chairs will submit written reports to be distributed following the meeting to all Council members.)

12:00 P.M. – 1:15 P.M. BASIC NETWORKING LUNCH (BUILDING ALUMNI--STUDENT INSPIRED CONNECTIONS)

*Glass Pavilion, Levering Hall
Homewood Campus*

Students will join Alumni Council members at industry-themed tables to learn about various professions and networking.

1:30 P.M. – 2:30 P.M. ALUMNI RELATIONS REVIEW

*Great Hall, Levering Hall
Homewood Campus*

Susan Baisley, A&S '80, Associate Vice President, Constituent Engagement
Susan deMuth, Executive Director of Alumni Relations

2:40 P.M. – 3:30 P.M.

STRATEGIC PLAN DISCUSSION

*Great Hall, Levering Hall
Homewood Campus*

The JHU Alumni Relations Strategic Plan will address the following objectives:

- Further develop the connection of JHU alumni with “the University” as a whole—in addition to their connection to individual divisions.
- Increase the interaction of JHU alumni with each other across divisions on basis of their common interests and where their common interests intersect with the University.
- Increase the visibility of University accomplishments, challenges and needs to the alumni community.

This will be an interactive session that will help define opportunities for obtaining these objectives.

3:30 P.M. – 4:00 P.M.

SUMMARY SESSION

*Great Hall, Levering Hall
Homewood Campus*

Summary Session

David Yaffe, A&S '74, President, Johns Hopkins Alumni Council

Shuttle from Levering Hall to the Embassy Suite/The Grand and the Radisson at Cross Keys at 4:00pm

7:30 P.M.

PEABODY RECITAL WITH MARK MARKHAM (OPTIONAL)

*Friedberg Hall
Peabody Conservatory, 17 East Mt. Vernon Place
Reserve complimentary tickets in advance*

Distinguished Alumnus Award Presentation to Mark Markham by David Yaffe and

Piano Recital

Mark Markham, BM '84, MM '86, DMA '91, Piano

Parking at Peabody Garage, 606 St. Paul Street

9:00 P.M.

POST CONCERT RECEPTION CELEBRATING 40TH ANNIVERSARY OF PEABODY (OPTIONAL)

Joe Byrd Hall