

**THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE MEETING**

**January 23, 2018**

**Location:** Conference Call

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

## **MEETING MINUTES**

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### **Welcome and Updates**

The President stated that the 1st Vice President and he were unable to attend the last Board of Trustees meeting, but did receive the report. The most significant action of that meeting was the decision that the University divest its interests in thermal coal but not from fossil fuels in general. The decision was accompanied by a written and thorough rationale described that outlined why a decision such as this was based on many more factors than simply “a moral obligation.” Among other things, the University still uses fossil fuels for certain essential functions. There was mixed reaction and some students did not think it was enough. The other major news was the announcement of the \$75M gift from alumnus Bill Miller to support the Philosophy Department. A graduate of that department, he is a well-known investor formerly of Legg Mason.

The 1<sup>st</sup> Vice President reported that in December she attended a memorial service at Peabody for Tony Deering, a late trustee emeritus. More than 800 attended and Peabody did a great job of recognizing him and his wife. The Deerings were key in developing the Baltimore inner city and the Rouse Company. A Bioethics building is named in their honor.

An update is coming on the University’s Roadmap for Diversity and Inclusion.

It was noted that SAIS was the location used last week by the Secretary of Defense to announce the updated nuclear strategy of the United States.

The President noted the increased pace of contributions of Council members, increased initiatives in student engagement and alumni networking, and some lifelong learning initiatives (webinars) via the Alumni Communities committee. He expressed concern that these activities are happening in silos and that we need to optimize the messaging and support that we could bring for each of those endeavors instead of leaving them in committee structure. We need to act together and reach across the committees. He plans to set up two ad hoc working groups -- one to look at how we best optimize opportunities in lifelong learning and one to look at networking and mentoring -- so we can better message and appear to our constituencies. The two groups will be limited in time and focus. He invited committee members to volunteer and Paul Matlin, Judie Mopsik and John DeMaggio offered to participate. More will be asked to join.

A staff member described the Mentoring Program at Carey Business School through its dean’s advisory board. The program pairs mentors with global full time MBAs and will eventually expand to include former board members. There is a pilot program for underrepresented minorities as part of a larger diversity effort.

## Approval of November 14<sup>th</sup> meeting

The minutes were approved by unanimous vote.

## Committee Reports

### Alumni Communities

- Staff reported for the Chair that all committee members have been contacted about a plan to revitalize Alumni Communities around a focused goal of outreach/engagement of "moderately-engaged" alumni in an effort to move them into the "highly-engaged" category. They have just begun discussing possible methods of action that would contribute to this and anticipate different members will opt into those methods based on what they are most passionate about (connecting with fellow alumni, providing feedback on messaging, etc.).
- A Committee meeting is planned to receive feedback from Committee members on an action plan related to this.
- The Chair is also engaging in one-on-one conversations with Committee members to understand any feedback or specific interests they have.

### Awards & Nominations

Staff reported the large number of nominations received – 120, up from 72 last year with 20 for Community Hero and 43 for Distinguished Alum. The Committee met recently and decided not to impose too much structure on managing the number. It plans to have a preliminary vote on all of them and then a more in-depth review of a select group, perhaps the top half, and then decide. It was suggested to limit the total number of awards to 50.

### Communications and Outreach

The next newsletter will go out in about a week. The Committee met in December and talked about how better to communicate with students. The Key 3 will ask the students the best way to get the information out to students. The Chair will begin sitting in on Key 3 conference calls. The *Hopkins Magazine* did not have anything about GoHopOnline in recent issues. It would be good to include testimonials and determine the cost of an ad.

### Development & Finance

The Chair stated that half of the total revenue for the Alumni Association comes from donations and the goal is \$365K. We are not half way there yet with \$126K raised so far. This year we are using targeted solicitations and focusing on the most generous donors. The Annual Giving Office determined that some of our largest donations are from 1970-1995 grads of A&S and Engr, so they will receive special mailings. Some letters will ask past donors to increase the gift amount. We continue to follow the calendar year model from the old dues campaign model. Because end of calendar year giving is normal, we now think the major January mailing effort will not be successful. This year we will break it down into three different mailing and have a different approach. The end

number is the focus. It is hard to compare to same time last year since the model is changing. She reminded everyone to make their annual contribution.

### **Key 3**

The Chair reported that she is compiling a Key 3 Sub-committee meeting schedule, which will allow her and the Office of Alumni Relations (OAR) liaison to either attend or be on a conference call for these future meetings. The Chair and the OAR liaison have scheduled monthly phone calls with the intention of improving their communication and planning for the Key 3 Committee. There will be an early March full Committee teleconference. This will enable the Chair to report the latest Key 3 information coming from all nine divisions. It was reported that future Key 3 Full Committee meetings will include the Chair of the Communications and Outreach Committee with the intension of increasing communication between the Alumni Council and the students. The Chair reported the School of Nursing has had its meeting, which the OAR liaison attended.

A common theme is that students want to network with alumni of all schools, not just their own.

### **Student Engagement**

The Chair stated that the Committee met on Dec. 12 and Jan. 4 and will continue the six focus areas this year. There is new staff support. The focus areas include: the caRING program; (16 applications so far from seven schools); ring sales expansion; BASIC networking event, which is being evaluated; career services and the issues with the Homewood office, continuing to provide support where needed, and finding out what other schools are doing; GoHopOnline support, its ongoing growth, measuring its effectiveness, a possible upgrade, assessing data; welcome and graduation gifts.

There is a one-page proposal from Bloomberg School of Public Health about an alumni virtual network and sharing business skills with an on line presentation. It was suggested to present it to the lifelong learning working group. They want a preliminary endorsement from the Executive Committee to proceed to the next level and a more formal proposal. It was suggested that the alumni website be the focal point for these ideas and serve as a clearing house.

The Executive Director introduced alumnus-owned “Social Toaster” sharing platform for social media. A proposal was just received and a link about it will be sent to the Committee. Social Toaster has a point system and gaming format. It is different from GoHopOnline. It allows individuals to choose what to share with their network and makes it easy for them to share on up to eight social media sites. It will drive more activity.

### **Student Grants**

The Chair has been very busy with the 125 applications that the Committee has evaluated and discussed. They awarded 70 groups and received 49 first time applicants. They will continue to fine tune the application process and work on improving the overall experience.

## Budget Update

The Treasurer referred to the document sent out in advance and noted the budget as of 1/18. There was nothing to explain about the revenues except that the Bank of America contract is still being negotiated and scrutinized by the University's legal department. On the expense side, the numbers are as expected. He reminded everyone to make their contribution in order to reach 100% participation from the Alumni Council.

## Office of Alumni Relations Updates

### Strategic Plan and Alumni Survey Update

The Executive Alumni Director stated that the Strategic Plan committee had its first meeting and will meet again in early February. The next step is to unleash the committee to find strategies and creativity. Once it develops ideas, the stake holders (such as the Executive Committee) will be brought into the process. They will look at the Council structure and how it aligns with the plan. The final product will be presented to University leadership by the end of the fiscal year.

RFPs for the alumni survey have been sent; plans are to identify a vendor in a couple weeks and then develop the questions.

The Balfour gifts agreement is with the Purchasing Department and should be cleared to proceed soon. The Alumni Association will receive 25% of every sale.

Given the tenuous status of the Bank of America contract, the staff are meeting in February with the Johns Hopkins Federal Credit Union to explore a possible partnership.

### New Staff Hires

Staff mentioned Jenn Fisher, the new senior coordinator of Alumni Relations, who came from the Johns Hopkins scheduling and events department, and is working on digital engagement strategies, small chapters and the travel program.

## New Business.

The President highlighted the meeting dates listed below.

**The meeting was adjourned at 6:22 p.m.**

*Next Executive Committee Meetings – January 23, 2018; March 6, 2018; May 15, 2018*

*Leadership Weekend:*

*Campaign Close – Thursday, October 11, 2018*

*Alumni Council Meeting – Friday – Saturday, October 12 – 13, 2018*

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

Michael Baltzell, Elizabeth Berman, John DeMaggio, Donika Hristova, Paula Kent, Steve Mahinka, 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, Leah Dalton, OAR; Jen Yeager, School of Education; Jordi Izzard, School of Advanced International Studies; Erika Juengst, Bloomberg School of Public Health; Leslie Procter, Peabody Institute; Tasmim Anwar, Whiting School of Engineering; Sharon Trivino, Carey Business School; Jennifer Benson, Carey Business School; Katie Damaroda, School of Nursing

**Absent: Alumni:** Auburn Bell, Jonathan Bradley, Eric Chiang, Paula Kent, Brett McCone, Bryan McMillan, Yasmene Mumby, Sonia Sarkar, Wesley Wood. **Staff:** Mansoor Ali, Jennifer Benson, Jimmie Lou Debakey, Lindsay Esposito, Jess Gill, Robin Ingram, Debbie Kennison, Kim Sheehan, Michele Maas, Arif Nuri, and William Archer.

**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
2. Approval of November 14<sup>th</sup> meeting minutes – Bryan McMillan, Bus '00, '02
3. Mentoring Program at Carey Business School – Bryan McMillan, Bus '00, '02
4. Committee Reports
  - a. Alumni Communities: Sonia Sarkar, A&S '08, BSPH '13
  - 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
  
- 5. Budget Update - Nikolas Matthes, BSPH '98
  
- 6. Office of Alumni Relations Updates– Susan deMuth
  - a. Strategic Plan and Alumni Survey
  - b. Balfour, Bank of America, JH Federal Credit Union
  - c. New staff hires
  
- 7. New Business

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