

**THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION
EXECUTIVE COMMITTEE MEETING
February 7, 2017**

Location: Conference Call

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

MEETING MINUTES

Welcome and Updates

The First Vice President welcomed everyone in the absence of the President, who was traveling.

Committee Reports

Alumni Communities

The Chair reported that much discussion is occurring with the President about the Committee's function. No report was given.

Communications and Outreach

The Communications and Outreach Committee last met mid-December and will meet February 23.

The newsletter is being finalized and will include the Committee updates from today's meeting, as well as a mention of David Yaffe's new blog.

Committee members are thinking about next steps in communicating with and reaching out to alumni groups outside of the Alumni Council. The best way forward is to identify a niche group with whom to easily communicate and determine how best to effect that communication. More than likely this will be in the form of identifying one or more committees that communicate with groups outside of the Council and figuring out how to leverage some of what we do internally to better communicate with those groups.

Get to Know Our Council – Staff are working to promote members of the Alumni Council and help alumni understand their representatives and their role. Beginning with Black History Month, we are featuring our black Alumni Council members. Next will be Women's History Month and then it will continue throughout the year. Council members are being featured via the website, GoHopOnline, and social media channels.

Alumni stories are being promoted in our communications, personal stories that tell how the JHAA has made an impact. The first story was about Student Grants; the latest story is GoHopOnline; and the next will focus on Affinity Programs. The plan is to cover Regional Communities and Reunion as well, and then develop a leave behind for events, future solicitations, etc. – another way that we are promoting the JHAA to the greater population.

It was noted that it is important to get students at all divisions to think of themselves as Hopkins alumni by getting them involved in GoHopOnline and encouraging them to use it.

Development & Finance

The Chair reported that they had two meetings so far. The theme is stewardship, meaning taking good care of alumni and thanking first time donors. Every first time donor receives a thank you note. Larger donors receive a personal call, email or note from a member of the Committee. Good feedback has been received. In FY18, the Committee will determine if these calls are resulting in further donations. These stewardship actions are done every six weeks. Another focus is monitoring the contributions of all the Council members. 27 are not Cerulean members; 16 have never made a donation to JHU or the Alumni Association. It was recommended that Committee members phone them.

Discussion followed about why people do not give and how to motivate them. It was suggested that people do not give because they haven't been asked and that peer to peer requests are the most effective way to find out why someone is not giving. It was suggested that names of donors by level be circulated to create a positive recognition system and to bring to light who has not given. It could be distributed by the C&O Committee with a thank you to the donors by giving level.

Student Engagement

The student Co-Chair introduced himself and reported that the Committee met on Feb. 1. Staff mentioned that a follow up survey will go out to the BASIC students to determine if they made any connections at the Council event. Six rings have been awarded through the caRING program. GoHopOnline has 8,800 users. The graduation gift will be business card holders. The Ring Committee is increasing marketing efforts for the ring by passing out flyers and candy and having a satellite tabling event on campus to reach more students beyond the bookstore. The ring ceremony will take place on Sunday 23 April from 3:00 PM – 5:00 PM in front of Gilman Hall.

Student Grants

The Chair reported that all funds have been dispersed for 75 grants. The Lenrow Family has chosen six students to receive funding for their grant. The Committee is waiting for reports from the groups, working on a guide for new applicants, looking at stats on applicants and where there are gaps, and refining the process.

Awards & Nominations

The Chair reported that the Committee is in the middle of reviewing the 60+ nominees for the five award categories and nine nominees for the new Community Hero award. Seth McDonnell will serve as liaison to the C&O Committee. Once the Committee has determined its slate of nominees, it will be sent to the Executive Committee for an email vote in early March.

Budget Review

The Treasurer explained that YTD budget is as expected for this time of year. He announced that both the Bank of America and Liberty Mutual contracts are expiring this year. Bank of America is presenting a new proposal that will no longer factor the loan loss ratio into the royalty formula. Liberty Mutual has not yet offered a renewal contract despite multiple requests for information. This may have been an indication to not continue. Fortunately, a new insurance company has offered a stronger contract. The JHU purchasing department and general counsel are involved in the review of these contracts at this time.

Secretary's Report

The Secretary invited a motion to approve the minutes from the December 6 Executive Committee meeting. The Committee approved the minutes unanimously.

Key 3 Update

The Secretary and the 2nd Vice President reported that a visual representation was created and attached to help graphically explain the Key 3 committee concept. It is important that information flows back and forth and that goals, communications, and information sharing for each of the Key 3 be clear. The groups expect to meet regularly and the full Committee, led by the 2nd Vice President, will meet before the winter and spring Executive Committee meetings. Comments or suggestions should be sent to the Secretary and the 2nd Vice President.

Alumni Relations Review

The Alumni Programs Director reported that in late July the process began for the Alumni Relations review. Four consulting firms sent in favorable bids and Grenzenback, Glier and Associates (GGA) was selected. Obtaining internal information occurred in October followed by the selection of the benchmarking cohort of schools. Next, Council members were given surveys with 59% completed and returned. Personal interviews and phone interviews were conducted with the Council members as well as internal staff. The report draft is due on February 8. Feedback will be sent to GGA, who will provide the final report in March. Recommendations will be available soon after. The review is on schedule and the Council will receive an Executive summary.

New Business

Alumni webinar series, March 7, April 4 – 8 p.m.

<https://gohoponline.com/event/details?eventId=1468>

<https://gohoponline.com/event/details?eventId=1469>

<https://gohoponline.com/event/details?eventId=1470>

The next Board of Trustees meetings are in early March. The next EXCOM meeting is April 4.

The meeting was adjourned at 6:13 p.m.

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

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

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

Absent:

David Yaffe, Auburn Bell, Elizabeth Berman, Jason Heiserman, Gwen Harley, Tasmim Anwar, Jennifer Benson, Lindsay Esposito, Margaret Hardt Frondorf, Jess Gill, Robin Ingram, Debbie Kennison, Morgan Martin, Leslie Procter, Jimmie Lou DeBakey, Jess Gill, Jennifer Benson, Mansoor Ali, Kim Sheehan

Facilitator: Allyson Handley

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
2. Committee Reports
 - a. Alumni Communities: Mindy Farber, A&S '74
 - b. Awards & Nominations: Jonathan Bradley, Bus '09
 - c. Communications and Outreach: Paul Matlin, Peab '70, '72, Bus '81, Engr '84
 - d. Development & Finance: Judie Mopsik, BSPH '99

e. Student Engagement:
Engr '18

Michael Baltzell, Engr '71 and Eric Chiang,

f. Student Grants:

Amy Nagler, A&S '89

3. Budget Review – Nikolas Matthes, BSPH '98
4. Bank of America, Liberty Mutual and Nationwide – Nikolas Matthes and Susan deMuth
5. Secretary's Report – Bryan McMillan, Bus '00, '02

Approval of December 6, 2016 minutes

6. Key 3 Update – Bryan McMillan and Anika Penn, SAIS '10
7. Alumni Relations Review – Tom Calder

Next Executive Committee Meeting – April 4, 2017, 5 – 6:30 p.m.