

THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION
EXECUTIVE COMMITTEE MEETING
April 4, 2017

Location: Conference Call

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

MEETING MINUTES

Welcome and Updates

The President welcomed everyone and noted that the University's general commencement takes place on May 24, with many additional ceremonies occurring throughout the week. The main speaker will be Frank Bruni, columnist for the *New York Times*.

Recently a Board of Trustees email was sent about the progress of the 10 by 20 document, including interesting descriptions of some of the accomplishments achieved and how they fit in the 10 objectives.

The Board met in early March and heard from the Office of Technology Advancements and startups that the University is fostering, and had a session on tuition. Another key topic was how to deal with the forthcoming HBO and Oprah Winfrey movie on *The Immortal Life of Henrietta Lacks*. Despite the racism that existed in the 1950s, Hopkins was one of the few teaching hospitals that took African American patients. There were no standards at the time. The University has reached out to the Lacks family -- with a lecture series about the cells, honoring the family, and offering to do more. There continues to be disagreement within the Lack family on what "reparations" on behalf of the University, are appropriate.

The Class of 2021 represents another record number of applications, in the range of 24,000, and an acceptance rate in the single digits. There does not appear to be any attrition due to the concerns for immigration reform.

Committee Reports

Awards & Nominations

The Chair reported that the ExCom approved by email the slate of 56 award nominees. The letters have NOT gone out yet, so they are still confidential – the president's office is reviewing all the letters now, so they should go out in about a week. The next task for the Committee is to receive and review nominations for the Alumni Council. There are 14 who are completing their first term. If they all serve a second term, there will be only five openings on the Council for this fall.

Communications and Outreach

The Committee last met February 23 and discussed next steps. It plans to focus on relaying information to alumni outside the Council and explain how it helps students and alumni. The Newsletter will be sent soon. The Chair invited all Council Committee Chairs to submit topics for the next one. The Committee is also examining how it might spend its \$10,000 budget, for example by creating videos to highlight alumni, by promoting giving Tuesday, and other ideas.

The President attended the recent meeting between young alumni mentors and students where attendees had the view that frequent and short videos in communications would be useful.

Development & Finance

The Chair reported that the Committee last met on March 21. As of March 9, donations were \$70,000 behind the goal for the month. The giving cycle ends on June 30. Some solicitations went out late this year. The Committee continues to steward and thank first time donors and donors over \$1,000, and receive positive feedback. At year's end, the Committee will analyze the stewardship efforts. They plan to emphasize during Leadership Weekend the importance of Council members giving and becoming Cerulean Society members. 65% of the Alumni Council have given to the Alumni Association fund or endowment in FY17, but 100% participation is desired. According to the Alumni Relations Office Review, many peer schools have 100% giving because it's required. Peers include Duke, Stanford, Cornell, Yale, Columbia, and Penn. The Executive Director assured the Council that the fundraising goal would be met. Apparently donations totaling \$30,000 and 532 donors were uncovered by a third party vendor, so that will boost income. Another solicitation will go out to help increase numbers. Weekly meetings with the Office of Annual Giving are occurring to help address the \$60,000 shortfall compared with same time last year.

Student Engagement

The Co-chair reported that the Committee continues to work on its focus areas including the following:

- Career Services – Offers of assistance to the Career Center have received minimal acceptance.
- GoHopOnline -- There are 9,810 users to date and marketing to students is a new focus area.
- The graduation gift, business card holder, has been ordered.

The Student Co-chair mentioned that ceremony details are being finalized for the ring program, and the date is Sunday of Alumni Weekend, April 23. There has been a marketing push towards the School of Medicine for their ring, which has a special arbor mark. The caRING program, that provides free rings to certain students for the 2016-2017 cycle, is complete.

The BASIC program is being evaluated based on the social event and presentations that took place at last October's Leadership Weekend. A survey was sent to attendees with positive responses so far. There is interest in having better connections with alumni in their field and perhaps a speed dating type event

The President stated that he has been going to student government associations at the various schools to inform them about the Alumni Association. Most of the students he has met have registered for GHO.

One focus area is to determine if GHO is resulting in meaningful interactions between students and alumni.

Student Grants

The Chair reported that the Committee has been working on a guide that provides examples of strong answers for the grant application; a write up for the internal Alumni Council newsletter; and reviewing the final reports from grant recipients. The 2017-2018 grant cycle will begin August 15.

Alumni Communities

The President reported that this committee was formed five years ago. The rhetoric about the charge and mission of the Committee has not resulted in meaningful involvement for Alumni Council members. The Steering Committee is working on a proposal to change its focus and expects to present it at the next ExCom meeting.

Nationwide Insurance Program Update

Sr. Alumni Director reported that a five-year contract has been signed with Nationwide representing insurance offerings for alumni, similar to the previous Liberty Mutual program, but with increased compensation of more than 30%. Effective March 31, Nationwide will commence a program of discounted auto/homeowners/renters and pet insurance for JHU alumni. Compensation includes a signing bonus of \$30,000 and annual guarantee minimum of \$125,000, compared to the \$90,000 from Liberty Mutual's program. It was stated that the compensation information is to be kept confidential within the Alumni Council and not to be shared with the public.

Secretary's Report

The Secretary referred to the minutes from the February 7 Executive Committee meeting, stating they did not require approval. He then asked for a motion to approve the bylaws amendment that was distributed more than 20 days ago, and they were approved unanimously.

Key 3 Update

The 2nd Vice President reported that the Committee is official and that Tom Calder will be the central alumni office liaison to this group. The meeting schedule for the rest of the year is compact -- each division needs to have its own Key 3 meet before May 15, then the Chair will have the full meeting before June 6 and will report at the ExCom on June 6. The next set of meetings will repeat in the fall. Letters have been written and will go out to all of the Key 3 members tomorrow. The Chair may draft some talking points for each Key 3.

Alumni Relations Review

The Alumni Programs Director reported that last week there was a conference call to review the entire draft. Further clarification is needed for some of the data points. The review is on schedule. Once the draft is complete, it will be sent to the upper administration for approval. The Alumni Council and alumni offices will be informed as part of the roll out process in the near future.

New Business

A new dashboard will be ready soon. It is in the Tableaux format, which provides great visualization. Data is still being collected, but the new dashboard will be shared with the Executive Committee for feedback soon. It will help us understand our performance and is a great improvement over the previous dash board. It focuses on quantitative data, but a qualitative approach can be examined later.

The next EXCOM meeting is June 6.

The meeting was adjourned at 6:07 p.m.

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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: Allyson Handley, Donika Hristova, Wesley Wood, Mansoor Ali, Tasmim Anwar, Jimmie Lou DeBakey, Lindsay Esposito, Jess Gill, Kim Sheehan, Sharon Trivino, Jason Heiserman

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
 - a. Commencement Speaker
 - b. Board of Trustees

2. Committee Reports

- a. Awards & Nominations: Jonathan Bradley, Bus '09
- b. Communications and Outreach: Paul Matlin, Peab '70, '72, Bus '81, Engr '84
- c. Development & Finance: Judie Mopsik, BSPH '99
- d. Student Engagement: Michael Baltzell, Engr '71 and Eric Chiang, Engr '18
- e. Student Grants: Amy Nagler, A&S '89
- f. Alumni Communities: David Yaffe, A&S '74

4. Nationwide Insurance Program update – Marguerite Jones, A&S '74, Bus '88

5. Secretary's Report – Bryan McMillan, Bus '00, '02

Approval of February 7, 2017 meeting minutes

Vote on Bylaws Amendment

6. Key 3 Update –Anika Penn, SAIS '10

7. Alumni Relations Review – Tom Calder

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