

**THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION
EXECUTIVE COMMITTEE MEETING
August 8, 2017**

Location: Conference Call

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

For screen sharing, please click the Adobe Connect URL:

<https://connect.johnshopkins.edu/r7lapkorn2q/>

MEETING MINUTES

Welcome and Updates

The President welcomed everyone and gave a University update. The Bloomberg School of Public Health welcomed a new dean, Ellen MacKenzie. *US News & World Report* announced the 2017-2018 Best Hospitals and Johns Hopkins Hospital is ranked No. 3 in the nation. Recent commencement events took place at the School of Nursing and the Carey Business School. The President, who participated in the commencement ceremonies, commented that Carey graduated 500 students and Carey alumna Karen Peetz, who retired from BNY Mellon in 2016, delivered the keynote address. He also noted that 40% of the School of Nursing graduates were Peace Corp returnees and about 40% of the class was male.

The first Vice-President was excited to speak about an event that took place a few weeks ago in San Diego. Both the JHAA President and Executive Director were able to attend the event. Another San Diego area event will take place soon and will include kayaking.

Approval of June 6th meeting minutes

The Secretary asked for approval of the June 6 meeting minutes. They were accepted.

The Alumni Relations Review

The Executive Director of Alumni Relations reported on the 52-page Alumni Relations Review, which had been emailed to the Executive Committee in advance, and encouraged Council members to ask questions.

It was noted that Grenzebach Glier & Associates (GG&A) began the review process in October, 2016. University Leadership, alumni and Alumni Relations staff were interviewed. Data was collected, analyzed and a final report of observations and recommendations was completed by GG&A in early spring, 2017.

It was explained that the current number of 20,000 Carey Business School alumni includes some of the graduates of the former School of Professional Studies in Business and Education (SPSBE). Based on their majors, SPSBE alumni were carefully divided between the Carey and Education schools.

It was stated that more than 31% of the 171,000 mailable (reachable) alumni have graduated from JHU in the past 10 years and 56% have graduated in the past 20 years. Of the 171,000 mailable alumni,

almost half have graduated from either Krieger or Whiting Schools. JHU has a “flipped” alumni population with 31% with undergraduate degrees and 118,000 with graduate degrees. It was noted there are 208,000 total living alumni.

Based on the high percentage of young alumni, it has been determined that more than half of all alumni know and use some form of electronic communication. We need to pay attention to this fact when attempting to engage them. It was noted that 35% of JHU alumni reside in the Maryland area.

It was pointed out that the Central Alumni Relations Office is required to place a heavy emphasis on revenue generation, a practice that is unusual for Alumni Relations Departments in general and takes away from other alumni engagement activities.

In terms of Central Alumni Relations there is 1 Full Time Equivalent person (FTE) for every 6,475 alumni. According to the GG&A report, JHU’s investment in its alumni has room for improvement in comparison to its peer institutions with similar organizational structures -- Duke, Columbia and Penn.

A compelling point was made concerning the low alumni budget. It was suggested that the alumni budget be looked at in comparison to the overall university budget and that the percentage be compared to our peers. It was recommended that this comparison be used when requesting a budget increase.

There is no standard model of organizational structure for central and divisional offices. There is unevenness to the process, which leads to inconsistencies in messaging among the nine schools. Our peers experience the same problem. Columbia likes the concept of JHU’s monthly meetings of central and divisional representatives. Duke has moved away from the dotted line communication between its schools. Many of the schools are beginning to follow the Key 3 concept, because GG&A has adopted it and is heavily promoting it to peer schools.

It was noted that JHU Alumni Relations is effective at raising funds through alumni donations for each of the schools and is one of the top five fundraising offices in the nation with Stanford in first place. It would take a lot of thought to get away from Alumni Relations fundraising and this notion came up at the Board of Trustees meeting. Some of the Board members felt that, at this time, the University will not eliminate this source of revenue. A point was made that a question could be asked as to why the office needs additional staff if fundraising is so successful. The President responded that for long-term fundraising to be successful, increased alumni engagement is extremely important and additional staff will be needed if this is to happen.

The Executive Director stated that engagement needs to continue beyond events and, in the future, we need to start talking about alumni experiences. We need to create an engagement platform on which to build. This platform should include such experiences as Young Alumni Weekend (YAW), fifth year engagement, student grants, and the senior gift program, among others. Prior to installing future programs, we need to ask if they align with our strategic plan, what is the desired outcome, who is the target audience and, most importantly, what is the follow-up plan? Also, we need to expand our programming and engage the recent alums who have graduated from the graduate programs. Affinity programming has grown, is an important concept and should be used to increase student and alumni engagement.

It was noted that JHU Reunions and YAW programs are growing when other institutions’ reunion programs are not as successful. The JHAA president suggested that the Alumni Council can help

increase communication and coordination of reunion planning among the schools in order to increase numbers of attendees and future goals.

The JHU Alumni Engagement Score, an important metric, has been updated, is becoming more accurate and user friendly, and will improve many alumni engagement programs. (The Alumni Engagement Score is a collection of selectively-chosen database variables, weighted according to industry standards and stakeholder feedback, used to quantify levels of engagement.)

The Executive Director strongly supports the implementation of an alumni survey. It has been six years since the last survey and gathering current data and additional information from alumni is needed. Funding for the survey has been requested and a response is expected soon.

GG&A and the Executive Committee highly recommend and support the implementation of a new Strategic Plan. The Executive Director has requested University funding and has already begun the Plan's initial stages. Based on the Executive Director's first steps of the Strategic Planning process, several Executive Committee members had important observations and recommendations. A few concluded that certain parts of the current Alumni Council organizational structure will not match several recommendations and changes proposed by the Strategic Plan. They felt the Alumni Council may need to re-structure itself based on the recommended changes and results of the study. The members learned that part of Leadership Weekend will be dedicated to bringing groups together to discuss and have a brainstorming session for this very purpose.

Budget

In the absence of the Treasurer, the Executive Director reported that negotiations with Bank of America are now being overseen by General Counsel. No progress has been made concerning a contract disagreement with Bank of America, which, if not soon resolved, could result in a \$100K deficit for the 2017-18 fiscal year. If nothing changes, the Executive Director will need to make tough decisions about cutting certain parts of the budget. The President and First Vice-President support this possibility and will look at finding additional revenue streams. The Executive Committee will need to look at the budget one more time and prepare it for the Alumni Council meeting in October. It needs to be balanced before it can be ratified by the entire Alumni Council.

The President thanked everyone for their patience and asked them to be prepared to go forward with the Strategic Plan.

The meeting was adjourned at approximately 6:30 p.m.

Location: Conference Call

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

For screen sharing, please click the Adobe Connect URL:

<https://connect.johnshopkins.edu/r7lapkorn2q/>

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, Kristian Castro, 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, Bloomberg School of Public Health; Debbie Kennison, Peabody Institute; Leslie Procter, Peabody Institute; Jimmie Lou DeBakey, Bloomberg School of Public Health; Jess Gill, 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; Sharon Trivino, Carey Business School; Jennifer Benson, Carey Business School Facilitator; David Yaffe

Absent: Eric Chiang, Jay Lenrow, Nikolas Matthes, Judie Mopsik, Yasmene Mumby, Shelby Wilkes, Wesley Wood, Mansoor Ali, Jennifer Benson, Margaret Frondorf, Jess Gill, Robin Ingram, Jordi Izzard, Erika Juengst, Debbie Kennison, Jen Yeager, Jason Heiserman, Janet Kirsch

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 June 6th meeting minutes – Bryan McMillan, Bus '00, '02
3. Alumni Relations Review and next steps – Susan deMuth, Executive Director
4. Budget - Nikolas Matthes, BSPH '98

Note: Due to the length of the Alumni Relations Review, Committee Reports are not included in this Meeting.

Alumni Council Meeting – October 6 – 7, 2017

Next Executive Committee Meeting – January 23, 2018