

**THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE MEETING  
Wednesday, September 14, 2016**

**Location:** Conference Call

**Call in:** 888-651-5908; Participant Code: 516-6858 (USA) 0808-234-9295 (UK)

## **MEETING MINUTES**

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### **Welcome and Updates**

The President welcomed everyone and introduced the newest member of the Alumni Relations Office team, Tom Calder, Director of Alumni Programs. Tom was formerly the Director of Athletics at Johns Hopkins. The President also mentioned that the Society of Black Alumni representative to the Executive Committee had been named.

### **Committee Reports**

#### **Student Grants**

The Chair reported that the final reports process has come to a close with a final report return rate of 100%. The Chair also reported that several edits have been made to the Student Grants Application for the 2016-2017 cycle including the addition of a budget template and advisor endorsement. New Committee members will be briefed on the grants process via a set of evaluation guidelines and procedures developed by the Committee. The Chair also shared that the 2016-2017 Student Grants cycle launched on August 15. Currently, the Committee has received seven completed applications and another 37 applications are in process. The opportunity to apply for grants has been promoted via e-mails to Divisional Alumni Representatives, Divisional Student Government Associations, Division Student Life Staff, and past Student Grant applicants and recipients, including incoming leadership. Finally, the Chair reported that the Student Grants Committee will highlight three grant recipient groups during the Alumni Association Council dinner meeting on Friday, October 28.

The Office of Alumni Relations Executive Director asked for feedback on the new online application and review tool. The Student Grants Committee Chair reported that the committee was very happy with the tool. The Chair explained that the tool was accessible and made it easy for applicants to participate in the application process. The Chair also shared that the tool facilitated the Committee's grant evaluation process. The company who manages the platform, Reviewr, was easy to work with and quick to provide creative solutions and implement feedback.

#### **Alumni Communities**

The Chair stated that since the last meeting, Committee members have continued to work on the personal outreach project--responding to alumni on GoHop Online who have joined and posted notes and asked questions as well as responding to alumni who completed the short survey sent out several times before the end of fiscal year 2015-16, with questions focused on how alumni might want to get more involved with the University.

The Committee members are also exploring other types of programming to engage special groups and pockets of alumni, such as Baby Boomers, and the idea of a large Women of Hopkins event.

#### **Awards & Nominations**

The Chair reported that the Committee had reviewed a list of eight alumni trustee nominees, ranked them, and forwarded them to the Board of Trustees for its consideration. He emphasized the outstanding caliber of the individuals nominated for not only Alumni Trustee, but also for the Alumni Council.

### **Communications and Outreach**

The Co-Chair reported that the Committee had sent out the Alumni Council Assessment survey to the complete Council, and routed the draft layout of the Alumni Council Newsletter, which will be distributed in the fall. He also reminded the Committee Chairs that the Committee will be reaching out to their members to determine what content they want to include in the Newsletter, and to have their liaisons sit in the C&O meetings, as well.

### **Development & Finance**

The Chair reported that based on the approved budget, fundraising activity is on track.

### **Student Engagement**

The Chair reported that the first event for the Ring Program was held on Saturday at the School of Education where 14 rings were sold. The next big event will be Family Weekend on the Homewood Campus - October 7 - 9. The website is active. The application for the caRING Program will be uploaded to the website in the coming weeks. Student representatives will help advertise the program on each of the campuses. The Committee is excited about the BASIC Program and will host the cocktail hour on the Friday of Leadership Weekend. Each division will nominate two to three students to attend the event. The welcome gift distribution went well. The welcome gift, a tumbler for hot and cold beverages that was voted on by the student representatives, was well received by the incoming students and all of the 5,700 tumblers were delivered on time. The Committee is in the process of receiving the names of the student representatives for 2016-2017 and creating a list of student representative responsibilities so that the new student representatives will understand their tasks. GoHopOnline membership exceeded 6,000 alumneas of this week.

### **Secretary's Report**

The May 25 minutes were approved unanimously. The two bylaws changes were previously approved by the Council through a majority email vote. The Executive Committee approved a minimum required gift of \$50 for Alumni Council members for the coming year.

### **Budget Review**

The Treasurer explained that the FY16 budget was overspent in two line items – both affinity and regional programs by \$29,622. It was suggested that the FY17 fundraising goal be increased to \$395,000 to offset the overage. Discussion ensued. Additional suggestions included finding ways to cut the budget in other areas of spending. That concept was considered counter to the mission of engaging more alumni. The Secretary also introduced the idea of creating an awards dinner for the Alumni Association both to better honor recipients of Alumni Association awards and to generate income. Overspending in the regional and affinity areas suggests that more alumni were being engaged, which is a benefit to be weighed against the overage created. It was stated that bookkeeping issues partially contributed to the overage and the Executive Director is addressing this matter.

### **Leadership Weekend**

The Executive Alumni Director reviewed the Leadership Weekend program and urged everyone to attend.

### **New Business**

The Executive Alumni Director reported that the University had begun the process of conducting a review of the Alumni Relations Office and that proposals for consultants were being considered. A consulting firm will be selected soon.

*Next Executive Committee Meeting at Leadership Weekend: October 27-29, 2016, In Person Meeting at the Four Seasons Hotel (Friday) and Levering Hall/Homewood Campus (Saturday)*

**The meeting was adjourned at**

**Invitees:**

Executive Committee:

Jay Lenrow, President; David Yaffe, 1st Vice President; LouAnn Conner, 2nd Vice President; Nikolas Matthes, Treasurer; Howard Adler, Secretary; Terri McBride, past president, ex-officio

Jonathan Bradley, Mindy Farber, Bob Fisher, Bryan McMillan, Paula Kent, Raquel Silverberg, Steve Mahinka, Jesse Jacoby, Harry Sax, Brett McCone, Susan Borges, John Butterworth, Matthew Rupcich, Anika Penn, Paul Matlin, Amy Nagler

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; 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; Leslie Procter, Peabody; 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:** Brett McCone, Jesse Jacoby, Matt Rupcich, Susan Borges, Anika Penn, Jason Heiserman, Marguerite Jones, Jimmie Lou DeBakey, Morgan Martin, Jess Gill, Robin Ingram, Mansoor Ali, Kim Sheehan, Leslie Proctor.

**Facilitator:** Jay Lenrow

**Meeting Start Time:** 5:00 pm (ET)

**Meeting End Time:**

**AGENDA**

**Welcome and Updates – Jay Lenrow, A&S '73**

**Committee Updates**

**Student Grants:** Amy Nagler, A&S '89

**Alumni Communities:** Mindy Farber, A&S '74

**Awards & Nominations:** Jon Bradley, BUS '09

**Alumni Trustee nominations**

**2016/2017 Alumni Council – 5 declined invitation to join council**

**Communications and Outreach:** Anika Penn, SAIS '10 & Paul Matlin, Peab '70, '72,  
Bus '81, Engr '84

**Development & Finance:** Bob Fisher, Engr '70

**Student Engagement:** Bryan McMillan, Bus '00, '02

**Secretary's Report – Howard Adler, A&S '72**

- a. Approval of May 25 minutes – attachment
- b. Two bylaws changes were approved by Council (reps for SOBA and PRIDE are being invited to join EXCOM) - attachment

**Budget Review – Nikolas Matthes, BSPH '98 - attachment**

**Leadership Weekend – Susan deMuth and Jay Lenrow - attachment**

**New Business**

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