Johns Hopkins University Alumni Association  
Alumni Council Executive Committee Meeting (Teleconference)  
September 20, 2005

Minutes

Opening Remarks  
Rick Carr, President, Johns Hopkins University Alumni Association

Rick Carr welcomed the Executive Committee members and thanked them for participating on the teleconference. He asked the committee chairs to present their reports.

Committee Reports

Student Programs  
Evelyn Jerome, Chair

Chair Evelyn Jerome reported that the orientation gift this year was a plastic travel mug listing the names of each school. The mugs were distributed to all divisions and well received. The Student Discount Card has also been distributed. A legacy reception was held at Steinwald, and the committee is exploring the possibility of legacy receptions at other divisions. The committee is exploring student programs at each division.

Awards  
Warren Fink, Chair

Chair Warren Fink reported that Rahmi Koç, A&S ’56, was the most recent alumnus to receive a Distinguished Alumnus Award. The deadline for the next round of nominations is December 1. Fritz Schroeder also announced that Elias Zerhouni, Med ’78 (PGF), HS ’78, director of the National Institutes of Health, university trustee, and recipient of the Woodrow Wilson Award, will be the keynote speaker at Leadership Weekend.

Budget  
Ellen Oppenheimer, Treasurer

Treasurer Ellen Oppenheimer reported that the budget is in good shape. In 2005, income from both dues and Liberty Mutual accounts grew, while expenses decreased. The $93,000 carryover for 2006 is higher than last year, and as a result, there will be a higher allocation for program initiatives, including a $15,000 line item for Athletic sponsorships.

Rene Shumate asked why so much money was left over. Ms. Oppenheimer explained that in recent years there has always been a carryover from year to year. This year it is higher due to an increase in income. In addition, the budget was increased to account for rising printing and postage costs, not all of which was used or needed. She said that was a wonderful opportunity, and that she looked forward to the great ideas that will come out of Leadership Weekend and the discussion of how to fund them.

Fritz Schroeder added that with the fixed income from MBNA, the surplus is larger than normal. Bob Carter, chair of the Marketing/Communications Committee, mentioned that with Hopkins KnowledgeNET marketing efforts suspended, those funds have not been used as expected. Warren Fink reminded the Executive Committee about discussions to subsidize young alumni events. Sandra Gray reported that $30,000 had been added to the Regional
Chapter Programs budget. Ron Abrams asked if young alumni knew to go to that committee for funding, and if the budget surplus was expected to remain a surplus in the future. Mr. Schroeder said that in meetings with the MBNA, the representative reported a leveling out of credit card usage across schools. In general, the affinity card program is a cash cow and is stable. This bodes well for our program, at least for the duration of our contract.

Networking/Career Services

Terri McBride, Chair

Chair Terri McBride reported that the committee launched a survey in July and has received more than 5,700 responses to date. The committee will present the results at Leadership Weekend as well as results of a survey of JHU career services directors.

Community Services Grants Committee

David Yaffe, Chair

Chair David Yaffe reported that the committee is working on a common application form to be shared by both grants committees. They are dealing with issues such as:

- Do we fund all applications partially or just a few applications fully?
- Do we assign a committee member to each grantee?
- How do we evaluate programs?

Marketing/Communications

Bob Carter, chair

Chair Bob Carter reported that the committee has continued to focus on Hopkins KnowledgeNET. He recapped the situation with EBSCO, originally the main database provider to the HKN service. The university's license with EBSCO was set to expire July 1, and we were scheduled to switch to ProQuest databases on July 5. In fact, this conversion was completed ahead of schedule, and all the new resources are in place. Current subscribers to the Enhanced Service were notified in advance of the changes, and fortunately, there was minimal negative response to the switch.

Mr. Carter also reported that efforts to market the library have been in a holding pattern for some time, first awaiting the outcome of the EBSCO situation and then awaiting confirmation that ProQuest will not object to our marketing efforts. He announced that ProQuest has recently given permission to name specific journals in marketing language, but that the actual databases (i.e. Academic Research Library, ABI Inform, and ProQuest Medical Library) should not be named. The librarians have also asked that the committee continue to avoid naming the New England Journal of Medicine, which led to problems last year. In addition, ProQuest asks that the committee include a small disclaimer to the effect that subscriptions thru KnowledgeNET are not intended to replace corporate/commercial subscriptions to which an alum might otherwise have access. Our Acceptable Use Policy does just that.

The committee's plan is to resume its targeted marketing strategy, which involves a coordinated direct mail and e-mail approach with divisionally-specific messages. It also continues to publicize KnowledgeNET in most of the divisional magazines; chapter newsletters; JHUpdate; on the Web; and in new graduate and other membership mailings. The committee will focus stepwise on divisions that have responded most favorably to the library, followed by divisions with which our previous marketing efforts were suspended, followed by the divisions least responsive to the service. The three tiers are: 1) A&S / Medicine / Public Health; 2) SPSBE / SAIS / Nursing; and 3) Engineering / Peabody.

Mr. Carter reported 330 Enhanced Service subscribers, with Arts & Sciences (30%), Medicine (18%), and Public Health (18%) alumni comprising two-thirds of the subscribers. He also reiterated that due to differences between library and Alumni Office billing schedules, KnowledgeNET expenses are largely paid through FY06. As a result,
only 204 subscribers—which has already been surpassed—are needed to make the service self-sufficient in FY06. However, for FY07, that number will need to be raised to 554. Mr. Carter stated that we are really in the middle of a two-year effort to get subscribers up to that number.

The committee has also begun a review of the Alumni & Friends Web site. It’s been a few years since the current Web site was launched, and there is an opportunity to review the organization and content. Cecilia Lenk has volunteered to lead a subcommittee that will assess the site and make recommendations for changes and improvements.

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**Chapter Support Committee**

*Greg Fortsch, Chair*

Chair Greg Fortsch reported that the committee had been examining the future of the committee, asking questions that range from “Should we disband the committee?” to “Does it make sense?” Along those lines, the committee is reviewing its mission statement. He feels that committee serves a valuable purpose, but that its mission needs tweaking. He will present the results of this review at Leadership Weekend.

Evelyn Jerome asked if there has ever been a discussion to ensure that chapter presidents always remain a member of the Alumni Council. Deborah Saunders, staff liaison to the Chapter Support Committee, responded that all chapter presidents are invited to Leadership Weekend. In addition, one of the proposed changes to the committee’s mission statement suggests that committee members be active in their respective chapters.

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**Student Services Grant Committee**

*Jan Webber-Norris, Chair*

Chair Jan Webber-Norris was unable to join the teleconference, but her prepared report mirrored that of the Community Services Grants Committee.

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**Membership Development/Alumni Services Committee**

*Arno Drucker, Chair*

Chair Arno Drucker reported that the committee was planning an upcoming teleconference. He mentioned that dues payments were up; the lifetime dues program had received additional exposure, including a two-page spread listing lifetime dues payers in the September issue of Johns Hopkins Magazine; and that new benefits will include a 10 percent discount at the new Barnes & Noble book center opening in Charles Commons. Mr. Drucker also reported that the New York Chapter is still exploring a university club affiliation. The committee had also discussed raising dues, but that does not appear necessary at this point in time.

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**Nominations Committee**

*Brendan O’Brien, Chair*

Chair Brendan O’Brien reported on the outcome of the slate prepared last fall for the two alumni trustee positions. Heather Murren, A&S ’88, and Peter Meyer, A&S ’66, have been selected to serve six-year terms. In addition, former Alumni Association president Joe Reynolds, Engr ’69, was selected as a regular university trustee. Over the summer, the committee submitted a slate of 33 new Alumni Council members. Twenty-five were selected to serve a second three-year term. The committee is now preparing a slate for first and second year terms for Executive Committee members, for which there are three vacancies. The committee is also preparing a new slate for alumni trustees to present to the Board of Trustees.
Old business
None.

New business
First Vice President Jim Miller reviewed the agenda for Leadership Weekend, which was finalized by the Steering Committee. Executive Committee members who will not serve as moderators will be split into three groups for the strategic planning session.

Warren Fink asked how new Alumni Council members could get on committees quickly. New members have already been sent committee sign-up forms, which they were asked to complete prior to Leadership Weekend. In addition, tables during the Friday morning breakfast will be designated by committee so current and new members can meet each other.

With no additional questions or comments, Rick Carr adjourned the meeting.