Welcome and Introductions:  Gerry Peterson, NUR ’64, Alumni Council President

Alumni Relations Update: Sandra Gray, A&S ’76, Executive Director of Alumni Relations

The Alumni Relations staff is settling into its new space and the staff was happy to host cocktails the prior evening in the lobby area

Staff changes in the office include:

- Stephen Walsh ’06 – has joined the Homecoming & Reunion team as Assistant Director. His focus is on Young Alumni and Recent Graduates.
- Lisa Belman – has joined the Membership and Marketing team as Marketing Coordinator. She will be working with Kirsten Lavin and handling Magazine News & Notes and web content.
- Lisa Kushner ’05 – recently moved to Alexandria, VA. and is the new Academic Coordinator at SAIS in DC. She promises to remain an engaged, active and involved alumna with the DC Chapter.

Sandra reported that the ongoing inCircle data-sync issues of the last two years are not able to be resolved in-house. In December, a group of University staff researched and reviewed outside vendors for replacement products, interviewed two companies and chose the product offered by Blackbaud/Kintera. Plans are for an August or September implementation with some current inCircle features being pulled into the new product. Focus groups will be organized and will include alumni input.

2010 will focus on the value and importance of the volunteer. Although the next University campaign will not be publicly announced until 2012, development and alumni relations will be focused on developing strong volunteer leadership. The spring issue of the Johns Hopkins magazine, News & Notes section, will focus on volunteers. Leadership Weekend 2010 (October 21 – 23) will also focus on volunteers. A Volunteer Summit will start off the weekend and we will end with our traditional annual meeting sessions.

Our “Thank You” video rose to the #1 viewed video on the YouTube college video site. The concept and production of this video was done in-house. Everyone involved in the video can be viewed at http://thankyou.jhu.edu/contribs.

Policy & Long Range Planning: Ray Snow, A&S ’70, First Vice President and Chair

The Executive Committee referred to the JHU Alumni Council Strategic Plan 2008-2012 document for this conversation. The plan was adopted two years prior and it took nine months to put it together into a format that would be seen at every meeting. It is a living, breathing document whose mission and core values have remained the same. There have been some completions and some new additions to the Plan Objectives. An example of one new objective is Strategic Goal #6: create new programs for leadership development, which is represented in the reformulated Leadership Weekend 2010. Committee members were encouraged to review the document and requested input from the Alumni Council committees and current snapshot of council priorities and provide the visual status of those priorities.
Alumni Benefits and Services Committee: Jim Phelps, A&S ’72, Chair

A description of the committee’s work was provided on a document in the folders.

The 2009 action to establish a link to Amazon.com has been accomplished, and the first earnings of $800 have been received. The 2010 objective is to enhance visibility and revenue from this link, in part by working with the Marketing Committee.

A committee member has met with staff about expanding and enhancing alumni activities with Blue Jays Unlimited. While there is already an athletics sponsorship agreement and event support if Johns Hopkins participates in the Final Four, there may be additional opportunities such as tailgate parties or other alumni involvement on the Day of Rivals (April 17, 2010, Army vs. Navy and Hopkins vs. MD).

The committee wants to broaden the scope of benefits and services so that they are not just “Homewood-centric.”

The committee is reviewing the tiered membership issues and focusing on ways to increase lifetime membership, such as marketing them as a graduation gift and investigating options with the Parents’ Fund.

ACTION ITEM: A motion was accepted and passed to continue exploring the proposed “Alumni Book and Music Shelf” as described on the hand out.

One of the committee’s goals is to answer the question “Can we increase dues-payers by our benefits/services?” One suggestion was to work with graduating students to analyze and gain insight on this question.

Budget & Finance: Cecilia Lenk, ENGR ’76, Treasurer

Revised FY2010 Budget (see Attachment)

The following line items were highlighted:

- Membership: regular membership is down 10% but lifetime membership is up by 38%
- Credit Card income: the previous Bank of America contract has ended; a new contract is still being negotiated. JHU and BOA legal entities are meeting Monday, January 25 to finalize. While JHU will still receive significant income from the BOA credit card revenue, it will be a significant loss from the previous contract. Also a new stipulation is that the income is not guaranteed rather, it will be based on card activity from the prior year.

Alumni Council members will be challenged to identify new revenue sources and improve membership dues participation in order to maintain the current programming levels.

The Executive Committee was then encouraged to continue to think creatively and boldly. The university is committed to maintain the Alumni Association tradition. As new programming concepts evolve, the council should be prepared to make a case for targeting funding for worthy efforts.
Social & Career Networking: Mary Shaub, SPH ’89, Chair

A Career & Social Networking event was hosted during Leadership Weekend in October, 2009.

The next event maintains a goal of embracing young alumni and others and involving all divisions. The committee is now looking at Spring Fair, other venues, and other types of events.

The Leadership Weekend event featured a speaker; a panel discussion will be featured at the next event. All events will include a networking component. Possible topics include: International Development – Haiti, Non-profit organizations, Alternative Careers in Finance, Entrepreneurs, Self-Promotion, Digital Democracy, and Progress/Renewable Energies.

ACTION ITEM: The committee is working to identify the audience and define a successful event. Mary welcomed ideas for value and venue for future events

It was suggested that one large event for all with breakout sessions for separate schools be considered.

Awards & Nominations: Wes Fredericks, A&S ’70, Chair

Alumni Trustee Slate

- Each year, the Alumni Council submits a slate of nominees to the Board of Trustees for the selection of two Alumni Trustees who serve standard six-year terms
- In October, the committee reviewed 10 nominations for the position of Alumni Trustee and recommended that all 10 be forwarded to the Board of Trustees Nomination Committee

Alumni Association Awards

- The committee just completed its recommendations for the 2010 Alumni Association Awards
  - For the Woodrow Wilson Award, 5 nominations were received and all 5 were selected to receive the award
  - For the Heritage Award, 17 nominations (one was a joint nomination) were received and 16 were approved. One was held pending receipt of additional information about the nominee and will be considered if additional information is received
  - For the Knowledge for the World Award, 4 nominations were received and all four were approved
  - For the Outstanding Recent Graduate Award, 10 nominations were received and those with the top five cumulative scores were selected for the maximum five awards
  - For the Heritage Award, 23 nominations were received, and 17 were approved

- At its next meeting, the committee will discuss limits on the number of nominations allowed from each division for several of the categories
- The next task for this committee is to fill vacancies on the Alumni Council, and review second term nominations, within the context of the plan to reduce the size of the council to 75 members within the next two to three years
Lifelong Learning: Cecelia Lenk, ENGR '76, for Ana Zampino, A&S '01, Chair

This important committee continues the work of Strategic Goal #2.

Its activities include Alumni Colleges, short learning programs involving faculty, of which there were two in 2009. For 2010, a variety of themes and locations are being considered for possibly three Alumni Colleges.

The Online Book Club, with 282 members, featured in December *The Civility Solution: What to Do When People are Rude*, by Professor P.M. Forni, who served as host. February will include *The Great Influenza: The Story of the Deadliest Pandemic in History*, by John M. Barry, with Public Health Professor Andrew Pekosz; and April will include *The Looming Tower: Al Qaeda and the Road to 9/11* with Political Science Professor Steven David as host. The final selection for this academic year will be in June.

The committee is exploring opportunities for expansion and growth and determining the best metrics for moving forward. Some topics being discussed are offering online music and movie clubs, enhancing iTunes, and expanding podcasting.

Marketing & Communications: Peter Byeff, MED '74, Chair

Peter Byeff gave a brief overview of the five major concentrations of their committee work:
1. Web presence - New Alumni website
2. Ways to market profitable revenue sources (like Amazon.com) - They are working on a shortcut to the Hopkins portal to maximize revenue potential.
3. Marketing the Alumni Association to new graduates – Hopkins three separate graduations are problematic. They are working on ways to reach new graduates as students approach graduation and possibly through their parents.
4. Membership Statistics – hand out in folder includes yearend 2009 and current 2010 statistics. He noted that Lifetime Membership is up 50% from last January.
5. Jingle – an effort to call attention to all nine schools and promote the “One University” idea. The winner could be posted on iTunes U, University site and YouTube. They are currently working on the guidelines (promoting originality) and who judges. This idea produced a discussion around the table, with another idea proposal of a one University song with the winner performing at Commencement. Bill Jarrett suggested the possibility of a ring tone – another source of revenue. Gerry suggested that the committee could analyze membership across the nine divisions and asked whether lessons could be learned from that.

Student Grants & Programs: Anne Marie McKenzie-Brown, MED ’87, Chair

This year the committee consolidated two cycles into one cycle, and removed the limitation to USA only, allowing international proposals.

Challenges: One challenge this year included the fact that there was an increase in students grant proposals, but less funding was available. Due to the large number of proposals, the committee is only successful when 100% of members participate. More follow-up is needed regarding committee members who are not fulfilling their duties.
Successes: A total of $50,000 was distributed to 65 different student organizations and more than half of the grant proposals covered multiple divisions. The process was well organized and was more manageable than in years past.

The committee received 87 grant proposals. All proposals were entered into a grid, with each committee member given 8-10 proposals to review. A minimum of two people reviewed and ranked their submissions on a numeric scale. Those rankings were then entered onto the grid and were sorted to show the top proposals and those who did not readily qualify for funding. Those middle tier proposals were then the focus of the committee’s conference call. The final awards were then decided.

It was suggested that highlighting the grants is very important, as it is one of the key efforts of the Alumni Association. Presenting the impact of the grants, through videos on the website, would clearly show “this is where your alumni dollars go” and promoting the results of the grants may enhance alumni giving. A final suggestion was made and it was agreed to include divisional representatives on that correspondence in order for them to recognize and congratulate the grant winners as well.

**Ad-hoc Committee on Leadership Development: Jay Lenrow, A&S ’73, Chair**

The new ad-hoc committee is working to expand the role of volunteer leaders and enhance leadership training for alumni volunteers.

Committee members have discussed creating a web presence for volunteer resources and focusing on volunteer training including topics such as how to run a meeting, how to mobilize volunteers, and how to identify and utilize volunteers. Their goal is to have programs solidly in place before the October Leadership Summit.

The committee is also interested in coordinating with the Student Ambassador program and the newly forming Student Alumni Association, a group which provides a strong group of future leaders.

The committee has been in communication with Jerry Schnydman, Executive Assistant to the President and Secretary to the Board of Trustees, regarding the University Board of Trustees new orientation program which may serve as a good model for the Association.

**Policy and Long Range Planning: Ray Snow, A&S ’74, Chair and First Vice President**

The Executive Committee had a chance to review the Strategic Plan scorecard and relay comments and suggestions for how to make it an efficient and effective tracking tool. The scorecard will be updated annually to track the progress of the Association as it moves through the Strategic Plan.

**Reports from Divisional and Alumni Representatives:**

In addition to the written reports, each division was asked to report on one challenge and one success of the past year. Due to the intercession break, no student reports were given today.

**Bloomberg School of Public Health: Toan Le SPH ’98**

One success: Use of technology to connect alumni: Alumni mentoring database launched in December 2009. The database matches alumni who wish to mentor a student with students looking for a mentor. Alumni can specify how often they would like to be contacted and how, a listserv for the monthly newsletter and to promote interaction among alumni. An html-enabled newsletter now sent out mid-month to all Bloomberg alumni with a link to career database, upcoming events and one feature article per
month, a searchable database of all alumni events that are podcast/webcast for alumni living outside Baltimore, and the creation of a Linkedin group for Delta Omega Alpha Chapter.

**School of Education: Lisa McMurtrie, A&S ’95, EDU ’99**

One Success: Celebration of 100th Anniversary of the School of Education
One Challenge: How can the School of Education successfully present the Alumni Association as a benefit and a valuable resource to SOE alumni?

Additional notes: Another success was noted - an extremely successful SOE strategic planning event on how to improve K-12 education that he attended in New York in January.

**School of Nursing: Deborah J. Baker, NURS ’92, ’97**

One Success: Using technology for networking. It was also noted that another recent success was explained by Dr. Wiener during his speech after dinner the previous night, the new way to train nurses by immediate clinical shadowing is proving to be very successful.

One Challenge: Making the connection to alumni meaningful, especially when updating the database and getting current email addresses continues to add to this challenge.

**School of Medicine: William Jarrett II, MED ’58**

The bulk of their report was given the previous night with Dr. Wiener’s speech; however, the highlights of the successes were the opening of the new Armstrong building and the implementation of the new curriculum.

**Peabody Institute: Hilary Szczublewski, PEAB ’90**

One Success: Reunion Luncheon honoring Leon Fleischer and the 50 year graduates. There is a link on the website to view Leon Fleischer accepting his award.

One Challenge: Mostly budgetary – Although some financial help is coming from alumni, Peabody has to cut back on one of their publications this year.

**The Paul H. Nitze School of Advanced International Studies (SAIS): Tain Tompkins, A&S ’68, SAIS ’70**

One Success: SAIS alumni have global points of contact – indentifying and engaging alumni leaders around the world. They are working with offices of admissions and career services to host events.

One Challenge: How can SAIS engage alumni in their own neighborhood? They are looking to meet this challenge by organizing focus groups and will report on their findings in January 2011.

**Whiting School of Engineering: Carl Liggio, ENGR ’96, ’00, ’01**

One Success: Johns Hopkins Energy Initiative. The School of Engineering and SAIS graduates are working together and forming a network to move forward with this initiative.
Kreiger School of Arts & Sciences: Robert Duncan, A&S ’71

Two successes: The first, a budget issue; two dozen faculty searches were suspended, but now they have been successfully re-implemented. The second, other athletics besides lacrosse are doing well.

Two challenges: The first, also a budget issue; how do undergraduates pay for the undergraduate program? This year, Hopkins had 18,000 applicants facing a starting point of $53,400, which is too expensive for many qualified students. The second challenge will be replacing Dean Falk and Dean Bell; losing key people at an important time.

Carey Business School: Jesse Jacoby, BUS ’02

Success: is the NYC Global MBA Announcement event at the NYSE; a huge coup in the forward progress of launching a fulltime MBA program. A chance to highlight the exciting, distinct, and uniquely Hopkins qualities of the program—over 250 attendees including trustees and JHU alumni from all divisions.

Our challenges: are many given the transformation the School is undergoing but from the alumni perspective I think our challenge is to continue to find meaningful ways to actively engage high numbers of our alumni in the life of the School and provide them value on a regular and ongoing basis.

Board of Trustees report, October, 2009; Gerry Peterson

Gerry gave a report on the Board of Trustees meeting. President Daniels was unable to attend due to his recent surgery; the President’s report was given by Provost Lloyd Minor. Some highlights:

- Carol Greider, the Nobel Prize winner, gave a brief overview of her award winning work. She received two standing ovations—one at the beginning and one at the end of her presentation.
- Carey Business School reported on the launch of their signature full-time program, the Johns Hopkins Global MBA, at a gala event Oct. 21 at the New York Stock Exchange.
- Gail McGovern was recognized for being among the 100 most powerful women in the country.
- Report on the Class of 2013 – 27% of applicants were admitted representing 1,350 freshmen. Of this total, 53% are male, there are 174 under-represented minority students, 65% are A&S and 35% are ENG students. The top five states with the most students are, in order, NY, NJ, MD, CA, and PA.
- Peabody reported on a record 300 new students, 150 of which are undergrads.
- An update on the Baltimore Scholars program, which provides free tuition to any Baltimore City school students who are accepted, was given. Of the 21 students that entered the program four years ago, 13 are set to graduate in May, 6 more are on track to graduate next December or next May. This represents a 90% graduation rate in 5 years, which is on par with all JHU students.
- Johns Hopkins received $150 million from the stimulus package.
- Hopkins is the #1 recipient of Federal grants for the 30th year in a row. Some tangible results of these grants include construction projects at APL, SAIS, the Brody Learning Center addition to the Library, and the Carey Business School move to the Legg Mason Building.
- Academic priorities will drive the next capital campaign. The #1 priority of President Daniels is for Hopkins to be a needs blind school. There is a firm belief that big concepts will drive big gifts.
Board of Trustees Executive Session, December, 2009: Ray Snow

Ray reported that President Daniels was able to be in attendance for this meeting.

- Four major searches – Dean Falk (A&S) Dean Fessler (SOE) James T. McGill (Sr VP for Finance and Admin Office) Linda Robertson (Government & Community Affairs)
- Krieger School – continuing discussion on Board governance, changes being made.
- Suburban Hospital in Montgomery County is now affiliated with Hopkins Hospital. Suburban’s proximity is across the street from NIH and the Navy facility.
- Dean Miller gave a preview of the Health Care Reform.
- Hopkins is currently in the 5-year review process of the Mid-States 10-year Accreditation.
- A presentation by Dean Sharkey and performance by Peabody string quartet.
- A report on the endowment, which has recovered dramatically and has outperformed many peer institution endowments. Since Hopkins relies only 4% on endowment funding, the institution is on solid footing.
- President is planning to meet and have lunch with all Trustees in the near future. He has already met with two new Alumni Trustees.
- The next Board meeting will be in March. They will meet again in June.

Closing Executive Committee Meeting Remarks: Gerry Peterson encouraged everyone to review the minutes after the meeting as well as the contents of the folders, including Johns Hopkins Highlights, January 2010. Of special note, the Meet the President and Rising to the Challenge events are featured and a great turn out is expected.

Next Executive Committee Meeting: On Friday, April 30, 2010, cocktails and dinner at the Engineer’s Club (5:30 – 7:45pm) and then a concert at Peabody at 8:00pm. The Executive Committee meeting will take place in Mason Hall Board Room 8:30am – 2:00pm.

Save the Date: Leadership Weekend Volunteer Summit: October 21-23, 2010.
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