Leadership Weekend  
October 22-24, 2009  
Minutes

Friday, October 22, 2009

Welcome & Orientation  
4:30 pm  
Mason Hall Auditorium, Homewood Campus

This welcome session was designed for new Leadership Weekend attendees to inform them about the Alumni Council and the Alumni Association, provide an overview of the University’s nine academic divisions, and highlight prominent alumni and their achievements.

Geraldine Peterson, Nurs’64, President, Johns Hopkins University Alumni Association  
Raymond Snow, A&S ’70, First Vice President, Johns Hopkins University Alumni Association  
Terri Lynn McBride, SAIS ’01, Second Vice President, Johns Hopkins University Alumni Association  
Cecilia Lenk, Engr ’76, Treasurer, Johns Hopkins University Alumni Association  
Jay Lenrow, A&S ’73, SAIS ’73, Secretary, Johns Hopkins University Alumni Association  
Sandra Gray, A&S ’76, Executive Director of Alumni Relations

Please refer to the “Orientation Session” power point presentation at www.alumni.jhu.edu/alumnicouncil.

Opening Session  
8:30 – 9:30 am  
Mason Hall Auditorium, Homewood Campus

Alumni Council President Geraldine “Gerry” Peterson:

Gerry Peterson opened the meeting with a welcome to all attendees:

“This weekend is officially named “Leadership Weekend” here at Johns Hopkins. In addition to the Annual Meeting of the Alumni Council, many of the volunteer leadership groups of the university will meet this weekend, including the university’s Board of Trustees.

Just a couple of comments before we begin the business of the weekend:

Many of you may have heard of the death last Saturday of Miriam Frankl, a junior in the Krieger School of Arts and Sciences, of injuries suffered Friday afternoon in a hit-and-run accident on St. Paul Street. We join with Miriam’s family and the rest of the University community in mourning the loss of one of our own.

And an update on President Ron Daniels – the president is recovering from major surgery at Johns Hopkins. We hear he is up and around and on email. I know you join me in wishing him a speedy recovery.

By now you probably have noticed the word “Engage!” on various materials you’ve received for the weekend. That one word describes the theme that will weave through our conversations for the next two days. I ask you to concentrate your thinking and be creative and bold in helping to develop strategies to more effectively engage alumni volunteers, to equip our volunteer ranks with all that we need to harness our loyalty and passion into good work for Johns Hopkins.
I encourage you throughout this weekend to renew acquaintances with old friends and to meet the new members of the Alumni Council, regional chapter presidents, and leaders from the divisional alumni organizations. The newest Alumni Council members are recognizable by the blue ribbons on their nametags.

Also, please take note of those in the group wearing “Lifetime” lapel pins. You may want to ask one of these pin-bearers just what that means. These alumni represent a special commitment to the university and the Alumni Association. Next year, I’d like to see every one of you wearing one of these pins!”

Gerry then introduced Sandra Gray, Executive Director of Alumni Relations

Sandra reminded everyone that the Office of Alumni Relations has moved and is now in the San Martin Center – across the pedestrian bridge from the Johns Hopkins Club, where the staff is now housed with other Development and Alumni Relations central offices. The central and divisional staff members were then introduced.

The Alumni Relations staff has been busy keeping up with the work of this group, managing events, recruiting volunteers, offering assistance in a myriad of ways. We seem to be the easiest place to call with any questions about the university and do our best to either give the right answer, or refer the questions to the appropriate university office. In addition, many members of the staff are involved with other university committees and projects, such as strategic planning groups, training advisory committees, and advising student groups.

This year we launched our new and improved web site alumni.jhu.edu, Facebook fan page, Twitter, Linkedin, iTunesU, and TV channel. The group was encouraged to visit and participate in the online community.

The 2010 Alumni Journeys travel program is complete and announces the 27 trips for the coming year.

The Alumni Student Ambassadors were hosted by President Daniels in Nichols House in September. A pool of very strong nominees who were not selected as ambassadors will form the core leadership of the new Student Alumni Society to launch in 2010.

The TASTE (Take a Student to Events) program has grown with 74 events scheduled this fall. This is six times the number from last year.

This past year we also launched a corporate group at Northrop Grumman; more than 100 alumni attended the kickoff event and we now know who the more than 1,000 Northrop JHU employees are.

As part of the Beyond Chapters program, last year we visited Sarasota, Austin and Nashville, and this year we will visit Minneapolis, Portland and possibly Orlando. A concerted effort was made this past year to connect local alumni with participants in the Alumni Colleges and Alumni Journeys programs in St. Michaels, Charleston, Beijing and Shanghai.

Ms. Peterson then introduced the officers and committee chairs. First Vice President Ray Snow and Vice President Terri McBride and Treasurer Jay Lenrow then presented an update on the Strategic Plan and the Ad Hoc Committee on Leadership Development. This included a presentation of the new Strategic Plan scorecard which will be used going forward to measure the impact of our initiatives and strategies.

Please refer to the “Opening Session” power point presentation at [www.alumni.jhu.edu/alumnicouncil](http://www.alumni.jhu.edu/alumnicouncil).
Alumni Council Committee Workshops  
9:30 – 10:30am

Marketing & Communications  
Mason Hall Auditorium

Committee Chair: Peter Byeff  
Chris Cullen, Director of University Marketing, Acting Director of Development Communications, Guest Speaker

The committee reviewed projects from the past year, which included:
  o Phase I of the Web Project has been completed.
  o Continued growth in the Alumni Association’s social media presence
  o A new affiliation with Amazon.com.

One Vision, One University  
The committee discussed how to incorporate this concept into messaging for the alumni association.
  o Just changing a font or a logo won’t change the way people feel about Johns Hopkins.
  o It was suggested and agreed that we need to strive to make each communication personal and helpful.
  o We should be doing less communications but more focused communications.
  o The committee was challenged to find ways to empower volunteers to be the “megaphones” for the University/Alumni Association message. Phone calls and personalized e-mails are a good start but more is needed.
  o Discussion ensued about the challenge of making communications pieces too personalized. For example, if we mention Homewood, we could offend someone from SAIS, or if we mention lacrosse, we could offend the baseball fans. The solution is to find a common link among all of Johns Hopkins and personalize to that commonality.

Awards and Nominations  
Admissions Conference Room

Chair: Wes Fredericks

One of the tasks for this committee this past year was to work to close in on the agreed target of shrinking the council to 75 very engaged members from the former 150 total. In 2009-2010, the council was reduced to 106 members and the Executive Committee reduced to its new 21 member structure.

The committee’s mission statement was reviewed. Wes summarized the three top priorities:
  -nominate for open positions
  -recommend award recipients
  -oversee the strategic plan initiatives that relate to nominations and awards

The committee works to insure that the process is transparent and that the best candidates are put forward for awards and positions on the Alumni Council and Alumni Trustee slates. We also need to think of new and more productive ways to publicize the result of the awards. Announcement strategies that were discussed included; website profiles, magazine profiles, awards dinners, distribution either during divisional reunions, chapter events or dinner with the Dean of their division. Possible media coverage was also discussed.

The Alumni Council transition plan was discussed. A careful review of the quality and participation for current member’s second term must be carefully considered. The First term nominees were carefully vetted and considered for ongoing commitment.
The following questions were raised for discussion:

- Are we effectively celebrating the accomplishments of our alumni?
- How do we maximize and impact our nominations?
- Is there anything missing in our strategy?

The Board of Trustee nominations process was described. The nominations are submitted to the Alumni Relations Office. In November, these nominations are reviewed by this committee, which selects 5-10 individuals for the ballot. Each year, two are chosen to serve as Alumni Trustees and serve the full six year term. Trustees are expected to make contributions to the best of their ability. As we look to strengthen the Alumni Trustee slates, we are challenged to identify nominees whose combination of wealth, influence and power would best benefit Johns Hopkins. The big question remains, how do we figure out who those people are?

Going forward this year, this committee will consider the following:

- Should we consider ways to improve our presentation of awards?
- If a recipient is already received many awards from other institutions and groups, how could we tailor the presentation to make it more meaningful to them?
- Should we consider a new way to celebrate these accomplishments?
- Have we used press releases and television recognition for these awards?
- We have to consider options for receiving the award and ways to make it more special.

**Chapter Presidents Forum**

Alumni Board Room

Moderator: Gerry Peterson

The meeting commenced with a review of the chapter tier structure and volunteer roles and responsibilities. Discussion ensued about some philanthropic wording contained therein and it was agreed that this wording will be reviewed.

To better engage alumni, the following vehicles for posting information were discussed: Hopkins Highlights; JHUpdate; Facebook and Twitter. Gerry encouraged the chapter presidents to stay informed about university news.

A number of methods were discussed to engage recent graduates in the chapters. Student ambassadors, Phonathon volunteers and Blue Key members could be enlisted; alumni who have recently moved to an area could be contacted; graduating students could be informed of chapter activities before they leave campus; students could be encouraged to give us their new contact information before they graduate so that chapter volunteers may reach out to them.

The importance of educating current students was addressed. Current students could be invited to summer events in their hometown or to an event designed to introduce them to the Alumni Association. Student groups could be invited to present to alumni groups. Finally, it was mentioned that alumni should leverage their professions for career networking opportunities.
Alumni Council Committee Workshops
10:45 – 11:45am

Social and Career Networking
Mason Hall Auditorium
Chair: Mary Shaub

The committee worked to align the social and career networking mission to the strategic plan goals and studied the needs of each school. Their goal is to foster and build relationships, and to promote social and career networking with all of the nine schools.

To understand the role of each school, the committee surveyed the career and the alumni relations office for each school. Results were reviewed with all participants. The survey revealed there is a need to increase communication with alumni, promote social networking, and educate the schools about the Alumni Council.

The meeting discussion focused on promoting social networking between alumni and alumni and students. Partnering with the regional chapters and offering students the opportunity to network with area alumni before graduation would bring awareness to the Alumni Council and the presence of regional alumni chapters across the globe. The committee will follow up this discussion with the chapter regional team.

The committee has been involved with promoting networking between the nine schools. They hosted a Career Networking event in the fall with some success. They will build on this program and host another social networking event in the spring that piggybacks on Alumni Weekend.

Alumni Benefits and Services
Alumni Board Room

Committee Chair: Jim Phelps

Over the past year, the committee explored affinity programs and alumni benefits, particularly those that generate income. They also reviewed metrics for how people become involved and whether they are dues-paying alumni, lifetime members, younger alumni, or from a particular division.

To get a baseline of how Johns Hopkins ranks against other peer schools with regard to alumni benefits offered, the committee surveyed 54 schools, with a focus on Penn, Stanford, Cornell, and Duke. There was a clear correlation between the level of benefits the size of alumni population. All surveyed schools have email forwarding, career services/networking and group travel. The overwhelming majority of schools do not charge dues. There is common use of social networking and virtual library access. Hopkins is among the broadest and is novel in its three tier dues approach. The dues amount charged is in line with those schools that charge dues. The committee was encouraged that the Johns Hopkins program compared strongly and favorably against the peer group. Looking at a smaller group of four schools which are most similar, Johns Hopkins compares favorably against Cornell, Duke, Stanford, and Penn when looking at the breadth of the benefits offerings. It was recommended that our website be improved to demonstrate the benefits/levels more clearly.

While the Johns Hopkins Credit Card is an important revenue source (34%), the Bank of America contract is still in negotiation. The marketing of the credit card by BoA has not been effective in the past few years and discussions are in progress to increase the bank’s marketing efforts. The new contract might have additional opportunities for royalties from enhanced marketing efforts.

The discussion then turned to what do with KnowledgeNET? Based on the survey, less than half the schools have a similar online library offering. The program will be a focus in the upcoming year as we assess cost vs. benefits. It costs $36,000 annually to maintain KnowledgeNET and it has been reconfigured over the past three years.
Currently, one must be a dues payer to access KnowledgeNET. 2,400 people have accessed it in the past two years. We can better market the product anecdotally, we can reach out to young alumni, we can get some data on if KnowledgeNET has played any role in increasing Alumni Association dues, and we can procedurally make it easier to access (applications on iPhone, etc.).

The committee examined sports access and hopes to expand the scope and nature of interaction in the sports arena, lacrosse and beyond with easier access to playoff tickets and pre- and post-game events. Lifetime members get free tickets to home games. Some progress was made this year, and several ideas are being considered to expand access to Johns Hopkins athletic events.

The group then discussed new programs and the alumni store. Johns Hopkins merchandise from M. LaHart and Barnes & Noble are generating modest revenues. A Young Alumni travel program for the Class of 2010 is planned for June 2010. Amtrak offers discounts to students through Student Advantage; we could look into discounts for alumni on Amtrak. Johns Hopkins “business cards” to new graduates idea was considered but not approved as an option. Amazon.com click through on web site has been implemented and generates revenue. Many other institutions are using this tool as well. The commercialization of the Alumni Association is a concern, and there are efforts to be very selective in selecting programs. A raffle for prizes when using Amazon.com click-through was suggested. How the message is conveyed is important – market as “offering opportunities” to alumni, not selling them something.

Alumni Council Committee Workshops
1:45 – 2:45pm

Student Grants and Programs
Mason Hall Auditorium

Chair: Anne Marie McKenzie Brown

One of the purposes of this committee is to fund student groups or community service projects. Four different student groups presented projects that were funded during last year’s grants cycle: Johns Hopkins Ballet, American Cancer Society Relay for Life, Hopkins Baja Team, and Global Medical Brigades.

The group discussed the current programs that engage students with the Alumni Association, particularly the Student Ambassadors program and the new Take A Student To Events (TASTE) program. In general, there was excitement about the new initiatives to connect students with alumni.

The committee chair Anne Marie asked for feedback on what the group should focus on next:

- How do we connect students with local alumni?
- How do we meaningfully connect students and alumni and utilize student ambassadors?
- Is there a way to use Student Ambassadors to connect to students and individual schools?

The group agreed to take these questions back to the committee for further discussion. The next key step for the committee is to review the next round of grant applications due by November 10.

Lifelong Learning
Alumni Board Room

Chair: Ana Zampino

The mission and responsibilities of the committee were reviewed.

The following programs implemented in 2009 were discussed:
Online Book Club
  - Following the first three books offered in 2009, 255 alumni in the inCircle book club group were surveyed and useful feedback was received. It was suggested having in person wrap up discussions on campus, adding less academic questions to the discussion, sending several email reminders to the group, and choosing book topics that span health, literature and politics. The next book club selections are being decided in the coming months.

Lifelong Learning Web Page
  - The new website was launched in July 2009.
  - There is a Travel and Education section with pages devoted to Alumni Journeys travel program, alumni colleges, book club, KnowledgeNET, and lifelong learning across the campuses. Ana mentioned that they would welcome feedback on how to make the website better.

Podcasts/iTunes U
  - Many podcasts exist on the Johns Hopkins website already and can be added to. Six were taped last year.
  - iTunes U JHU was launched “softly” in August 2009. With nine schools there were podcasts in numerous sites; therefore, by using iTunes U it is now possible to place them all in one centralized location.

Alumni Colleges
  - Two alumni colleges were held in 2009:
    - Spoleto Festival in Charleston, SC in June with Peabody faculty and alumni performers (27 alumni and guests attended, marketing consisted of post card and internet)
    - Chesapeake Bay in St. Michaels, MD in Oct. with environmental engineering faculty (31 alumni and guests attended, marketing consisted of internet only)

The group discussed what the expectations of the alumni colleges should be, do we break even financially, and are they considered development opportunities? Marguerite Jones responded that every event is a development opportunity. We almost broke even on the St. Michaels program, with just a small subsidy. It was mentioned that Chris Aldrich is offering a mini-intersession class in January with students and other alumni on the entertainment and film industry. Ana shared that she had initial conversations with the Odyssey /Liberal Arts program and it appears they could do a one-day class to highlight their programs. A February event in Miami/Palm Beach on Hemingway or a weekend event with Franklin Knight on the topic of rum were suggested. A tour of the medical school with a talk on aging and how to extend your life, an event at Harper’s Ferry, Gettysburg, or Antietam were additional recommendations.

There was some discussion of possibly offering a “bundle” of different activities that might be of interest. For example, there could be an opera event offered with white water rafting, a one-day webinar coupled with CME (continuing medical education) credits. The group was reminded that Medicine and Public Health already offer CME classes and this would be duplicative.

  - Three alumni colleges are planned in 2010, with one possibly being the Aspen Music Festival in July with Peabody faculty/alumni. Other topics and venues are under consideration. Suggestions
Faculty Advisor
- Steven David, Professor of Political Science, has joined the committee and will serve as faculty advisor for the coming year.

Alumni Council Business and Executive Committee Meeting
Mason Hall Auditorium

Alumni Council President Gerry Peterson called the meeting to order.

Alumni Benefits and Services - Jim Phelps, chair
- Credit Card Update
  - Bank of America next meeting scheduled for October 28 to reveal new contract and compensation structure.
  - Credit card act unfolding.
  - May add new bank products to the package.
  - Be sure to open an account – there is a flyer in each council bag.
- New Sources of Income
  - Alumni store – Barnes and Noble alumni merchandise added to our website over the summer. All purchases made via the website link result in royalty to alumni association.
  - Amazon.com – on the alumni store page, travel program pages, and more to come. Any shopping via our website will result in royalties to the alumni association. More effort is forthcoming to get the word out about this. Please bookmark this page and do all your Amazon shopping through Johns Hopkins!
- Potential new programs discussed
- KnowledgeNET
  - Looked at ways to decrease costs – found none.
  - Costs to expand to all alumni.
  - Benchmarking indicates many schools offer similar service.
  - Usage – 2,400 individuals have used it since it became a benefit of dues, average monthly searches performed 7,000.

Awards and Nominations – Wes Fredericks
- The committee has made significant progress in restructuring the membership of the Alumni Council and Executive Committee to adhere to the 2008 bylaws changes. The multi-year transition plan is working effectively to reduce the size of the Council to 75 eventually without denying any current member a full second term if deserved.
- Peter Byeff was re-nominated to a second term on the Executive Committee.
- The next tasks for the committee will be the determination of a slate for Alumni Trustees and the review and vote on Alumni Association Awards.

Lifelong Learning – Ana Zampino
Alumni Colleges
- Since last meeting, have had two alumni colleges
  - Spoleto Festival in Charleston, SC in June with Peabody faculty and alumni performers
    - Marketed by print and email.
  - Chesapeake Bay in St. Michaels, MD in Oct. with environmental engineering faculty
    - Both included local alumni events as part of the program.
    - 25-30 participants attended each weekend. Excellent feedback.
Plan to offer 3 in 2010, with one possibly in Aspen, Co. to coincide with music festival and Peabody presence. Other topics and venues are under consideration. Suggestions are welcome.

Had initial conversations with Odyssey /Liberal Arts program re offering a Baltimore one day alumni college to highlight their programs.

Online Book club

Following the first three books offered in Feb/April/June of 2009, we surveyed the 250+ alumni in the inCircle book club group and have received useful feedback. We are lining up the next round of 3-5 books in the coming months.

Faculty Advisor Political science professor Steven David has joined the committee as advisor for the coming year.

New Website launched in July

- Have a “travel and education section” with pages devoted to alumni journeys travel program, alumni colleges, book club, KnowledgeNET, and lifelong learning across the campuses. Media room houses the podcasts and videos.
  - Few podcasts have been added since spring; most summer events are crab feasts and ball games, but there will be 4 lectures from the Dude Ranch trip, where history professor Ron Walters talked about the old West. More podcasts will be added this fall. We purchased a flip video camera and have produced a new video, with help of student creative services, about the dude ranch.

iTunes U

- Finally launched on August 17, We will begin to work on expanding our contents. A number of taped alumni lectures that already appear on our Media Room/podcast page, have or will be moved over to the iTunes page as well.
  - Other technologies - Should we be using more and different the technologies available to us for our programming?

Bloomberg School of Public Health Alumni Report - Toan Le and Lynn Huynh

Alumni Events include:

- November 5th, Alumni Dinner with Dr. William Ward, Singapore 6.30-8.30pm.
- November 7th, The First Annual MPH-MBA Wine Tasting Event, The Waterfront Hotel, Fells Point, 6-10pm.
- November 9th, The American Public Health Association reception, Philadelphia. 6.30-8pm. Hosted by Dean Klag.
- November 18th, Health Policy and Management Alumni Panel and Networking, Feinstone Hall, 4-6pm.
- December 2nd, Alumni Mentoring Module and Speed Networking (room TBA)
- December 4th, Lecture by Georgian Health Minister, with reception to follow (room TBA).
- December 8th, ‘Getting What We Deserve: Health and Medical Care in America’ Lecture and book launch with Dean Emeritus Alfred Sommer, Room E9519, 4-7pm.
- January 27, We Three Deans: The Next Big Thing in Public Health. Sommer Hall, 12-2pm.

The Student Assembly projects included:

- An essay contest with Dunbar High School
- The October 7 State of the School Address with Dean Klag focused on the need for an enhanced mentorship program.
- The Tri-School Day of Service

School of Nursing Alumni Report – Anna Alt-White

- We thank the Council for their contribution to the SON Senior Week party that was held in conjunction with the Pinning Ceremonies. (re: Senior Week Funds for Homewood students)
- Several student groups are submitting applications to the JHU student grant program
• The orientation gift (notebooks) were well received, as were the discount cards (although East Baltimore businesses are under-represented)
• The Student Ambassador Program is up and running at the SON; seven nursing students were invited to be Ambassadors. They have attended the SON Leadership Dinner and Homecoming activities and some will be at Leadership weekend.
• Homecoming was well attended; JHU medallions given to the 50th reunion class
• Two Alumni Association awards were presented: Trudy Hodges – Distinguished Alumna and Sandy Angell – the Heritage Award
• Dialogue with Dean (brown bag lunch) is planned for December. These are informal sessions to give the students an opportunity to talk with the Dean. Two more will be scheduled later.
• The “share day program” for students to shadow alumni is prospering as well as putting student in contact with alumni in various states.
• The Nurses’ Alumni Association is developing regional committees with the purpose of connecting with new nursing grads coming to their area and connecting them with student activities.
• Plans are underway for two to three networking events throughout the year.
• Nurses’ Alumni Board is focusing on social networking opportunities

School of Nursing Student Report – Caitlin Clark
• Student Government Association is assisting the New Orleans Committee in planning a spring break trip to New Orleans to help build houses and support victims of hurricane Katrina.
• The Traditional Senior Class hosted a Welcome Back lunch for students in September.
• The student group, The Friends for Health in Haiti, is fundraising for supplies to take on their next trip to work in the health clinic over the semester break.
• The Student Government Association has sponsored several brown bag lunches to inform students of different career opportunities in nursing -- family NP, pediatric NP, Management, Public Health, Acute Care, etc.
• School of Nursing students participated in the Race for the Cure on 10/18
• The SGA’s annual canned food drive has begun. The drive is cosponsored by the Black Student Nurses’ Association. This event is in support of the Johns Hopkins Women’s Network Food Drive.
• The Black Student Nurses’ Association has invited Gertrude Hodges ’59, the first African American to graduate from School of Nursing to speak to the students.
• The student group, Men in Nursing, is actively working with the school and the alumni to develop a mentoring program and assist with recruiting.
• The National Student Nurses’ Association had the President of the American Nurses’ Association speak to the students.

School of Medicine Alumni Report – William Jarrett
The Biennial Meeting of the Johns Hopkins Medical and Surgical Association and Reunion Weekend was held last June.
  o Over 1000 people attended the 60+ events held over the weekend.
  o $8.8 million was raised from Reunion Classes celebrating their 5th - 65th reunions. Funds were directed to new scholarship endowments, research funds, unrestricted use, and the Armstrong Medical Education Building.
  o 150 volunteer leaders served as ambassadors for class campaigns.
  o 29 honorees received awards for their achievements.

• The School of Medicine Alumni Office launched a new website, which is now under the hopkinsmedicine.org umbrella. We have improved and expanded our Class Notes, Alumni Profiles, our online giving form, and much more. We have also established a presence on Facebook and Twitter.
The Johns Hopkins Medical & Surgical Association presented first year students with stethoscopes as a welcome gift. They were presented in an intimate reception held in the Strauch East Auditorium in the new Armstrong Medical Education Building in late September.

On October 16, The Wilmer Eye Institute celebrated the dedication of the new Robert H. and Clarice Smith Building, 80 years after Wilmer’s first dedication.
  - The building, which cost $105 million to build, is angled toward the historic Wilmer dome, capturing its image on reflective glass. It includes five floors dedicated to research, more than doubling the space devoted to what is already the largest eye-related research program in the country, which serves more than 14,000 patients annually.
  - Wilmer was given a 36-foot, six-ton sculpture titled “Quest”, made from polished stainless steel and created by former patient and well-known sculptor, John Safer. Morton Goldberg, former head of the Wilmer Eye Institute, noted that “Quest, which resembles a strand of DNA, truly symbolizes Wilmer’s mission of seeking new knowledge in the battle against vision loss.”

As you may know, Johns Hopkins recently had two alumni receive Lasker Awards.
  - Mayor Michael Bloomberg received the Mary Woodard Lasker Award for Public Service.
  - The School of Medicine’s Charles Sawyers, Class of 1985, is 1 of 3 recipients to receive the Lasker DeBakey Clinical Medical Research Award for the development of treatments for leukemia, converting a fatal cancer into a manageable chronic condition. By targeting the molecular underpinnings of this disease, the recipients broke new ground in cancer therapy and radically altered the prognosis of patients.

Dr. Carol Greider, the Daniel Nathans Professor and Director of Molecular Biology and Genetics in the Johns Hopkins Institute of Basic Biomedical Sciences in the university’s School of Medicine, is the 33rd person associated with Johns Hopkins to win a Nobel. She is being recognized for her landmark 1984 discovery of the enzyme telomerase (ta-LAW-mer-ace). Her work has laid the foundation for novel studies connecting telomerase and telomeres (TEL-o-meers) to human cancer and diseases of aging.

School of Medicine Student Report - Mark Bicket
  - Redonda Miller, Class of 1992, was named the new Vice President for Medical Affairs. She will also serve as the hospital’s patient safety officer. Most recently, she was vice chair for clinical operations of the Johns Hopkins Department of Medicine and assistant dean for student affairs for the Johns Hopkins School of Medicine.
  - This past summer, the School of Medicine held orientation activities to welcome House Staff, Medical Students and Graduate Students. The School of Medicine Alumni Office table is always a favorite to visit because of the great gifts provided by the Alumni Association.
  - August 18 was the Ribbon Cutting for the Anne and Mike Armstrong Medical Education Building (not the official dedication, but a smaller celebration held on the first day the students entered the building for the first time). Participants included all first year students, Dean Edward Miller, Vice Dean for Education David Nichols, as well as other students, faculty and staff.
  - The Class of 2013 is the first to experience the new Genes to Society curriculum, which is notable for its systems approach to understanding all levels of the human being, from the genes, molecules, cell and organs of the patient to the familial, community, societal and environmental components that affect patient health.
  - This milestone curriculum will be taught within the new Armstrong Medical Education Building, designed to accommodate, nurture and encourage the learning opportunities. The building’s advanced anatomy lab, digital classrooms and laboratories, lecture halls and study areas will better prepare our students for fully understanding the relevance of science to patient care.
  - The Official dedication of the Armstrong Medical Education Building will be held tomorrow, Saturday, October 24.
Carey Business School – Jesse Jacoby and Will Mahan
Student activities focused on the curriculum revisions:
- Weekend MBA available
- Additional coursework for 2nd MBA
Alumni activities focused on:
- Launch of the Global MBA
- Taking Carey on the road w/Dean Gupta to several cities domestic and abroad

Krieger School of Arts and Sciences – Robert Duncan and Bailey Eisen
- Dean Falk is leaving to become President of Williams College.
- Gilman is in full renovation made.
- Over-enrollment of Homewood undergrads is presenting a housing challenge.
- Hopkins is scoring high in the Directors Challenge – points colleges receive in various athletics categories
- MSE is well underway including Ben Carson and Elizabeth Edwards
- A&S alumnus won an Oscar for outstanding directing in a comedy series
- New Latin Studies program Speakers Series

Student Grants and Programs – Anne McKenzie Brown
- For the last two grants cycles, the committee reviewed 94 applications. 68 proposals totaling $70,961.88 were awarded last academic year. Two grants cycle are now condensed into one cycle per year.
- During commencement in May, 6,000 key chains were distributed to our most recent graduates.
- 10,000 3-subject notebooks were distributed to incoming students across the institution during orientation.
- More than 45 vendors offer discounts to undergraduate and graduate students through the Alumni Association’s Student Discount Card.
- Last year was spent streamlining many of our grant application processes so that the committee can focus on additional priorities this year.

Social and Career Networking – Mary Shaub
2009 Direction
In order to ascertain this information the committee created a survey to help identify the needs of each school. The survey was distributed to the nine Johns Hopkins schools’ career services directors and alumni directors. The survey focused on:
- current social and career networking activities
- methods of communication
- use of InCircle and other career/social networking sites
- opportunities for partnering between the schools and the alumni council.
Based on the results of the survey and the strategic plan’s goals:
- focus on career networking opportunities
- create a larger social networking presence
- foster networking activities through the regional chapters
- support the nine schools’ mentoring and ambassador efforts
Action:
- In conjunction with Young Alumni Weekend, the committee hosted a career mixer on October 10, 2009. All nine schools were invited to participate.
Upcoming committee plans:
- Plans for a career networking event in the spring during Alumni Weekend on the Homewood campus
- Develop a formalized mentoring program that links current students with established professionals.
2010 Discussion & Direction
- How can the alumni council support the efforts of the schools’ career services and alumni departments?
- How do we use the chapter structure to facilitate a connection between alumni and students
- Develop a plan to promote more support to current students through alumni engagement

Marketing and Communications – Peter Byeff
Committee has had 3 main focuses:
- Membership: increase in Lifetime Dues payers – percentage of online payments has increased
- Website: feedback on design and participation in beta testing group
- Social Media: – Facebook membership, linking inCircle with Facebook, survey of peer institutions

Also worked with Benefits and Services on the Amazon partnership

Society of Engineering Alumni (SEA) - Carl Liggio (in place of Meagan Young)
Five Johns Hopkins graduate students named Siebel Scholars
- The California-based Siebel Foundation has selected five Johns Hopkins students from the Whiting School of Engineering and the School of Medicine as recipients of its annual Siebel Scholars awards, which provide $35,000 to each student to be used for the final year of graduate studies.
- The Johns Hopkins recipients are among 80 students from prominent graduate schools in the United States and China to be designated as the Class of 2010 Siebel Scholars.
- The program was launched in 2000 to recognize exceptional students at the world’s leading graduate schools of business and computer science. With the Class of 2010, it expanded to include some of the world’s leading bioengineering programs.

Successful design teams in the news:
- Ex: Johns Hopkins biomedical engineering students have demonstrated a practical way to embed a patient's own adult stem cells in the surgical thread that doctors use to repair serious orthopedic injuries such as ruptured tendons. The goal, the students said, is to enhance healing and reduce the likelihood of re-injury without changing the surgical procedure itself.

JHU’s Engineers Without Borders Receives EPA Sustainable Development Award
- Using pumps constructed of recycled materials, the JHU chapter of Engineers Without Borders has provided remote South African villages with irrigation systems. The group received national recognition for their efforts when they received the 2009 ASCE-EPA Sustainable Development Award.

School of Education - DeVere Beard (alumnus and student)
- Dean search is underway
- Upcoming events: Dinners in Boston and Atlanta
- Student and Alumni Counseling Assn. in Mont Co. and Baltimore
- Public Safety and Leadership did an Orioles outing and plans to more events
- Building online alumni connections: Facebook fan page, Twitter acct, Student-alumni blog, LinkedIn, live broadcasts linked to Facebook page
- George Washington Elem (Balt City) Faculty/staff/students raising funds for the school
- Undersecretary of Defense is an Education alum
- Career Services is now offered through the Student Services office
- New Masters in ECE
- Going Green: SOE alumni office used part of dues allocation to give out reusable water bottles

Peabody Conservatory - Hilary Szczublewski, President, Peabody Chapter of the JHU Alumni Association
Alumni Activities:
- The Peabody Steering committee had its meeting of the year in September. We have five new members this year for a total of 23 members.
We had a HUGE crowd this year at the Student/Alumni Pizza party during orientation week. Alumni served 50 pizzas in 25 minutes. Over 200 students attended.

We had our Graduate Student reception a few days later and had 93 students attend (out of about 350 total grad students) and the Director of Peabody came as a special guest.

We’ve been working on the alumni section of the Peabody website as well as our Facebook page. We were recently able to add video of alumni sharing memories of Peabody as well as Leon Fleisher’s speech at the alumni lunch.

We are currently working on our alumni newsletter which will come out early next month.

Student activities:
- OASIS student group working to increase the lines of communication between students and administration regarding their strategic plan.
- Due to a cut in the student activities budget, they are considering a student activities fee.
- Working on a garden at Peabody (vegetables and flowers) as a place for students to contribute to the quality of their urban surroundings.

Nitze School of Advanced International Studies (SAIS) Alumni Report - Tain Tompkins
- SAIS exceeded its FY 2009 fundraising goal.
- SAIS will examine the critical role of religion in international affairs as a special substantive theme for the 2009–10 academic year.
- Joint initiatives with other divisions of the University include:
  - In May 2009 SAIS collaborated with the Bloomberg School and Whiting School of Engineering to bring together alumni and faculty experts to discuss issues related to the last year’s SAIS Year of Water. The Bloomberg School collaboration on water issues will continue in New York City on November 13, 2009 at the New York Academy of Sciences. (present postcard invitation)
  - In July 2009 in Seoul, Korea with the SAIS-based US Korea Institute spearheading the effort, SAIS alumni participated in a networking gathering. Future events and organizational efforts will foster the longer term goal of reinvigorating the University’s Seoul Club.
  - And, in August 2009 SAIS held an alumni gathering in Medellin, Colombia with Dr. Francis Fukuyama where alumni from all nine schools were invited to a combined lecture and social event. Similarly in October 2009 SAIS gathered JHU alumni in Quito, Ecuador for a lecture and reception with SAIS Professor Riordan Roett.
  - SAIS presented the 2009 Johns Hopkins University Alumni Association’s Knowledge for the World Award on September 24 to Bharati (Barti) Chaturvedi in honor of her service to improving conditions for the poor through creative collaborative efforts in India.

SAIS Student Report – Paul Alois
- Gave brief review of SAIS and the 3 campuses
- SAIS Bologna and Bologna University are forging a valuable relationship
- Many top world leaders come to speak at SAIS in DC and many top scholars attend (Fulbright Scholars and West Point grads)
- Strong international student body (about 40%)
- Grads get jobs across the private sector and in the Federal Government
- SAIS has the top placement numbers (44 last year) in the Presidential Management Fellowship program.
- Asked us “when you think of SAIS, please remember we are part of the Johns Hopkins family”

Budget Report – Sandra Gray

The October 2009 year-to-date budget report was presented (see attachment). While revenues and income are on track, there is still no signed contract with Bank of America to renew the affinity card program. A revised budget will be presented when a signed contract is in hand and we know better what our royalty projections will be.
Board of Trustees Update - Gerry Peterson and Ray Snow

- Two new alumni trustees: Lou Forster and Taylor Hanex, were selected and joined the board this year.
- Post Campaign Strategy workgroup report will be used by Jay Lenrow’s committee for alumni volunteer leadership development.
- The university vision will be articulated over the next 6-12 months to help focus on the next campaign.
- Sr. Associate Director of Development and Alumni Relatione, Fritz Schroeder, reported to the board and discussed the importance of alumni volunteer engagement and participation.
- Lloyd Minor is filling in for President Daniels during his medical leave. The University is in fine financial standing.
- There has been a significant increase in the number of grant requests from Johns Hopkins to NIH as part of federal stimulus funding.

Anna Alt-White and Linda Mistler’s terms on the Alumni Council have ended and they were honored for their long-standing service to the Council.

Saturday, October 24, 2009

University Update
Provost Lloyd Minor
9:00am – 10:00am
Room 110, Hodson Hall

Please refer to link at www.alumni.jhu.edu/alumnicouncil

Volunteers: Roles, Responsibilities and Expectations
Panel Discussion led by Michael Eicher
10:15 – 11:30am
Room 110, Hodson Hall

Please refer to link at www.alumni.jhu.edu/alumnicouncil

The Annual Meeting was adjourned by Geraldine Peterson at noon.
<table>
<thead>
<tr>
<th></th>
<th>Approved FY 2010</th>
<th>Year to Date FY2010</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>REVENUES</strong></td>
<td></td>
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<tr>
<td>Membership Dues</td>
<td>$630,000</td>
<td>$29,390</td>
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<td>Credit Card Income</td>
<td>$325,000</td>
<td>$0</td>
<td>FY10 reflects new contract in negotiation</td>
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<td>License Plate Program</td>
<td>$500</td>
<td>$80</td>
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<td>Liberty Mutual Royalties</td>
<td>$36,000</td>
<td>$11,442</td>
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<td>Carryover from prior fiscal year</td>
<td>$85,860</td>
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<td><strong>TOTAL REVENUES</strong></td>
<td>$1,078,360</td>
<td>$126,792</td>
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<td><strong>EXPENSES</strong></td>
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<td>Divisional Support</td>
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<td>Divisional Assistance</td>
<td>$215,000</td>
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<td>For FY 10 approx. 1/3 of dues money collected in 2009 to divisions</td>
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<td>Alumni Association Support</td>
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<td>Dues Campaign</td>
<td>$80,000</td>
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<td>Networking &amp; Career Services</td>
<td>$8,000</td>
<td>$0</td>
<td>Includes iCircle license</td>
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<td>Marketing &amp; Communications</td>
<td>$20,000</td>
<td>$11,370</td>
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<td>Magazine News &amp; Notes</td>
<td>$80,000</td>
<td>$16,270</td>
<td>Based on 4 issues of JH Magazine includes mandatory $3000 BOA ad</td>
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<td>Chapter Support</td>
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<td>Regional Chapters (U.S.)</td>
<td>$270,000</td>
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<td>U.S. Chapter support</td>
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<td>University Support</td>
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<td>Student Grants &amp; Programs</td>
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<td>Diversity Program Initiatives</td>
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<td>Lifelong Learning</td>
<td>$10,000</td>
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<td>Program Initiatives</td>
<td>$25,630</td>
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<td><strong>TOTAL EXPENSES</strong></td>
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<td>Lifetime Dues</td>
<td>$646,514</td>
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<td>Balance as of October 15, 2009</td>
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<td><strong>University Support FY 2010</strong></td>
<td>$1,385,000</td>
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<td>Salaries, Benefits, Steinwald House Operational Costs, Staff Travel</td>
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<td><strong>Quasi-Endowment Fund as of 06/30/06</strong></td>
<td>$208,157</td>
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<td>Value of original &amp; subsequent additions to the fund</td>
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<td><strong>Historic Book Value</strong></td>
<td>$208,157</td>
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<td><strong>Market Value</strong></td>
<td>$178,223</td>
<td></td>
<td>Current trading value of the assets that make up the fund</td>
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