

**THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION
EXECUTIVE COMMITTEE MEETING**

November 13, 2018

Location: Conference Call

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

MEETING MINUTES

Welcome and Updates

The President welcomed the new leadership team. She again thanked the staff for their work on the wonderful Leadership Weekend. Each year gets better and this year had a high level of participation and energy with an outstanding group of new members who were very engaged. She mentioned the passing of Lisa McMurtie, who she personally knew, and noted that this was a tremendous loss for the School of Education, the Alumni Association and the University. There were no Board of Trustee updates since the next meeting takes place in early December.

Approval of October 12/13 meeting minutes. In the absence of the secretary, the President asked for any changes. With none, the minutes were approved by unanimous vote.

Committee Reports – The President noted that we have a good committee structure, and she appreciates the new chairs and their willingness to accept their roles. David Yaffe will serve as a liaison with Alumni Communities and help promote the lifelong learning initiative, which will be part of the Committee’s focus. The President explained how each of the officers will serve as a liaison to a committee to help with cross fertilization among committees and to serve as a resource.

Alumni Communities – The Chair reported that they had great input at the October meeting with many questions about the lifelong learning report and identifying where it makes sense to focus the initiative in the short and long term. The Committee questioned if it should spend its time being more advisory or actively communicating with alumni or helping with the design of activities. The Committee is eager to move on and see how it works with the strategic plan.

Awards & Nominations – The Co-Chair reported that the October meeting was fantastic. Members felt empowered and excited about the Committee’s direction. With four new members, it is working on a scoring rubric and may rearrange how Committee members review nominations and try to segment them. The deadline for awards nominations is December 1, after which the Committee will begin its work. The Committee is deciding if the nominations should be divided up among groups of three individuals or if it should continue the practice of having everyone review all of the nominations.

Communications & Outreach – The Chair and staff reported that they have two new members and will hold the first meeting before the holidays. The next Alumni Council newsletter will go out December 1 and include a survey about Leadership Weekend. Social media ambassadors are needed to promote the Give Tue Hopkins (giving Tuesday) on November 27. Communications will come out soon for this new giving campaign. Future

communications will include a promotion about who the Alumni Council members are and better reasons to give or volunteer.

Development & Finance – The Executive Director met with the small committee once and will work closely with Brittany Shaff and her Annual Giving Office team. They will focus on the Council’s giving and those alumni who have given to the Alumni Association (AA) and not to another school. On giving Tuesday, \$210,000 will be matched if the University raises 1,200 gifts, which is an increase of only 70 gifts from last year. It will be truly university wide with the AA goal of 50 gifts. The Committee will reach out to fellow Council members to give on giving Tuesday. Our fundraising total for the fiscal year so far is \$66,000, just a bit behind the same time last year. The comparison will be more accurate at the end of December or mid-January due to the normal delays in processing. Brittany is working on a dashboard for us and 34 other units at the University.

Key 3 – The Co-Chair reported that they had a large meeting consisting of students, Council members and staff representatives from each division. The full group meets once a year in person at Leadership Weekend. The purpose is to create more communications across divisions. Past AA President Jay Lenrow, who started the concept, spoke at the beginning of the gathering. The group introduced themselves, described what is new in their division, and then asked questions of each other. They raised the issues of lifelong learning and mentoring/networking followed by a breakout session with mixed groups discussing what each division is doing in those two areas. This information will be shared with the Alumni Communities Committee. Key 3 small groups will meet one or twice, then with the full group in March, and will have a special presentation about student grants.

Student Engagement – The BASIC lunch in October was much more successful than the previous year. Students who attended provided positive feedback in a survey – 80% met alumni and most expected to follow up. They thought it was too short and it was difficult having two 20 minute sessions. More improvements will be made for next year and a new name will be given to the BASIC program. The Committee is starting to think about the addition of the networking/mentoring initiative. There is potential for working with career services and Farouk Dey. They want to use the internal structure of the Council to make sure everyone can participate, have more collaboration, and are interested in using a survey about potential networking. They are also working on the caRing program; the graduation and welcome gifts are still in process.

(The President announced that Jen Yeager has left the School of Education alumni office for the Krieger School and will fill a new position dedicated to alumni relations.)

A new virtual journal club will include weekly articles based on business principles. Those who sign up will get links to articles and then have open discussion within the platform that is also being used for the virtual book club. The virtual journal club will start in early December and will expose students and alumni to business and leadership principles.

We should capture data from this since it fits with the lifelong learning focus.

Student Grants – One of the three co-chairs reported that the Committee has met and completed the grant evaluation process. With 145 applications, it tied for an all-time record. The four tier system includes full funding, two partial amounts and no funding. They anticipate

about 60-70 groups will be funded this year. The applicants were of superior quality. The Committee has 17 members of which four are new.

(Key 3 would like to have the list of the Student Grants groups and their topics to review. This will be shared with the Executive Committee (OR COUNCIL) along with a calendar of events.)

The funded groups are required to provide a formal report about their projects.

It was asked if we publish any information about these groups. We do so in the Hopkins Magazine, we provide the list to the student Newsletter, and our office tweets out periodically about the program and names specific ones. There is also mention on the JHAA website of some of the grants.

Budget report -- The Executive Director reported that we are on a good pace, with a good strategy. The fundraising goal is \$365,000 by June 30. This month some email solicitations will be going out and we are increasing the number of solicitations with targeted mailings. The Office of Annual Giving is leading this effort.

Bank of America (BOA) and Johns Hopkins Federal Credit Union (JHFCU) – The former has maintained a non-negotiable position until recently and now wants to negotiate. Discussions are with the legal department.

There have been good conversations with the JHFCU, and a proposal for \$125,000 is under consideration with a likely outcome of \$100,000, which should be known soon.

Alumni Council Pins – This topic was deferred since the Secretary was absent.

Executive Director -- She stated that the alumni survey is scheduled to go out on January 8 and will remain open for one month. A draft of the strategic plan will be ready soon and will be shared with the Alumni Council and internal stake holders.

Alumni Council Meeting Follow Up -- Staff noted that a survey would go out soon so members could provide feedback about all the activities of Leadership Weekend. This survey will be included in the President's newsletter along with a link to the minutes.

The dates for the next Leadership Weekend are set for October 4-5, 2019.

Check the website for all the meeting dates, lists, etc.

New Business -- During the holiday season come to the AA webpage and click on amazon before shopping. Send this message to all alumni.

The meeting was adjourned at 6:13 p.m.

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Invitees: Allyson Handley, President; Anika Penn, 1st Vice President; Judie Mopsik, 2nd Vice President; Brett McCone, Treasurer; Bryan McMillan, Secretary; David Yaffe, past president, ex-officio; Phuong Tran, PRIDE rep, ex-officio; Lalita Hamilton, SOBA Representative

Reggie Bannerman, Auburn Bell, Mike Cornelison, Natalie Shock (Student Rep), John DeMaggio, Brian Fruchey, Donika Hristova, Ralph Hruban, Braphus Kaalund, Ajay Kaisth, Judy Keen, Shelby Kemper, William Kirst, Susan Kulik, Steve Mahinka, Michael Pryzby, Mark Rosenblum, Tony Spann, Sonia Sarkar, 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, William Archer, OAR; Arif Nuri, OAR; Jen Yeager, Krieger School of Arts & Sciences; TBA, School of Education; 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; Kim Sheehan, Whiting School of Engineering; Sharon Trivino, Carey Business School; Jennifer Benson, Carey Business School; Katie Damaroda, School of Nursing

Absent: Anika Penn, Auburn Bell, Braphus Kaalund, Brett McCone, Bryan McMillan, David Yaffe, Mark Rosenblum, Ralph Hruban, Tony Spann, Shelby Kemper, Steve Mahinka, Susan Kulik, Debbie Kennison, Erika Juengst, Harvey Green, Jennifer Benson, Jess Gill, Jimmie lou Debakey, Katie Damaroda, Kim Sheehan, Mansoor Ali, Philip Bakerman, Robin Ingram, Sharon Trivino, Jason Heiserman

Facilitator: Allyson Handley

Meeting Start Time: 5:00 pm (ET)

Meeting End Time: 6:30 pm (ET)

Meeting Agenda:

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1. Welcome and Update, Allyson Handley, Ed '75, '78 and Anika Penn, SAIS'10
2. Approval of the October 13 meeting minutes – Bryan McMillan, Bus '00, '02
3. Committee Reports
 - a. Alumni Communities: Sonia Sarkar, A&S '08, BSPH '13
 - b. Awards & Nominations: Ralph Hruban, Med '85; Brian Fruchey, Bus '10

- c. Communications and Outreach: Bill Kirst, A&S '00
 - d. Development & Finance: Mark Rosenblum, A&S '79
 - e. Key 3
Judie Mopsik, BSPH '99
Ajay Kaisth, SAIS-Bol '89
 - f. Student Engagement: Judy Keen, A&S '97, BSPH '01, Med '04
Natalie Shock, Ed
 - g. Student Grants: Reggie Bannerman, Nurs '97, '02
Mike Cornelison, Engr '85
Mike Pryzby, Engr '09
4. Budget report – Brett McCone, A&S '96, BSPH '98
 5. Alumni Council Pins – Bryan McMillan, Bus '00, '02
 6. Alumni Council Meeting Follow Up – Marguerite Jones, A&S '74, Bus '88
 7. New Business

Next Executive Committee Meetings:

January 15, 2019

March 12, 2019

May 14, 2019

Leadership Weekend – October 4-5, 2019