

# THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION

## ALUMNI COUNCIL EXECUTIVE COMMITTEE MEETING

March 6 – 7, 2020

FOR A LIST OF INVITEES AND ATTENDEES AND AGENDA, SEE END OF DOCUMENT.

### FRIDAY, MARCH 6, 2020

#### EXECUTIVE COMMITTEE MEETING COCKTAIL RECEPTION AND DINNER

The Executive Committee met at the Woodberry Kitchen for cocktails and dinner. Dean Beverly Wendland attended the cocktail reception. The President thanked her for her devotion to the university and to the alumni association, and presented a signed print of the university. The immediate past president discussed the handouts about the Sustainability Leadership Council, on which he serves.

### SATURDAY, MARCH 7, 2020

**Location:** School of Education, Baltimore, Maryland

**Facilitator:** Allyson Handley

**Time Meeting Start:** 8:30a.m. (ET)

**Meeting End Time:** 3:00p.m. (ET)

#### MEETING MINUTES

#### WELCOME AND UPDATES

The President welcomed everyone to the School of Education, and noted that the Executive Committee last met in Baltimore in May 2013 at the Henderson Hopkins School. Having an in-person meeting was requested by the committee in part as an opportunity to get to know one other, and to accommodate a full agenda. One member could not travel, and participated via the Zoom meeting option. The President reminded everyone to submit his or her feedback about the 10x20 initiative so that the collective alumni voice will be heard. A summary of the feedback will be shared with President Daniels on March 25 when the Steering Committee meets with him. (*This meeting has since been postponed.*)

The President and 1<sup>st</sup> Vice President provided an update on the recent Board of Trustees meeting in New York. Highlights included formal/informal discussions around COVID-19. Whiting School of Engineering Associate Professor Laura Gardner gave a presentation on the creation of the world-wide utilized data screen that captures live data re: COVID-19. The screen has state of the art information with a graphic interface and gets 1.3 billion hits a day. The site is being maintained by

Dr. Gardner and two students. The faculty presenters were going to Capitol Hill next. The campuses in Bologna, Italy, and Nanjing, China, have been shut down.

Kelly Barry, the Director of the Center for Student Success, runs the FLI Network (first generation limited income students) and examines: What does it mean to recruit; how do we welcome the students to campus; how are they changing us; and how can we build a campus to make everyone feel welcomed? The network is focusing on PeopleGrove, and encouraging people to get onto the platform. Farouk Dey spoke on the need for creating an excellent student experience with mentoring. Building successful programs means building successful programs for *everyone*.

The President next reviewed the process for the alumni council's leadership transition: July 1 – Anika Penn and the incoming 1<sup>st</sup> VP will serve on the Board of Trustees with voting privileges. Allyson's two-year term ends at the conclusion of the meeting in October. The incoming president is partially involved in the selection of the Alumni Council officers and committee chairs, who begin their service after the October meeting. Committee structures may change due to the strategic plan.

Next year's timely question is, "What is Justice?"

### **SCHOOL OF EDUCATION UPDATE**

Dean Morpew gave an update on the School of Education (SOE). He began by announcing that Allyson was elected to the Hopkins Society of Scholars this year – its most recent class has 550 members. Prior to this class, there were 688 members. He noted that the Alumni Association has provided much support to the school. The school is located in what used to be Seton High School and has worked hard to maintain the architecture of the building and the stained glass windows. Renovations will start this summer.

The SOE has existed for 13 years, and was part of the former School of Professional Studies and Business Education (SPSBE). The SOE has been training education leaders for over a century. Many higher education reports, including the Coleman Report, happened here. During its 13-year history, the School has consistently ranked in the top ten across the country. It has a significant focus on education and research, with seven research centers and \$25 million focused on research. The newest one is the Center for Safe and Healthy Schools, launched nine months ago. It is the first center in the country to look at safe and healthy schools from a holistic perspective. (Schools have become much safer over the last 20 years.) It leverages JHU's multi-disciplinary areas and has 20 faculty affiliates working at the center. The three focus areas include student (and staff) health and well-being; family and community engagement; and school security, partnerships, and technology. It includes evidence-based fundamental projects, training school leaders to build safe and healthy schools, and a toolkit.

## #IAMHOPKINS INITIATIVE

The Director of Communications described the hashtag campaign to leverage alums' stories, pride, and enthusiasm for JHU. The goal is participation, and engaging constituents with their stories. Plans are for a soft launch around reunion. The Communications Office is developing graphics, artwork, and frames, with a goal of starting two or three, and then having alumni create all the content and push it forward. The ultimate goal is to have this hashtag (#IAmHopkins) be the Alumni Association's hashtag instead of #JHUAlumni.

## HOPKINS DAY

Plans are underway for a new initiative, Hopkins Day - Spark Curiosity and Wonder, on October 3, 2020. The program will focus on several areas - Discovery & Innovation; Arts, Music & Movement; Health Science, Medicine & Human Well-being; International Pathways; and Sports, Recreation & Student Affiliations. This year, it will coincide with Leadership Weekend, Young Alumni Weekend, and Family Weekend. The planners are seeking participation from all the schools, but expect that some may not be ready for this program. The program's goal is to provide a comprehensive picture of Johns Hopkins.

## APPROVAL OF MINUTES, BYLAWS CHANGES, CONFIDENTIALITY STATEMENT, CODE OF CONDUCT

The Secretary asked for and received approval of the January 14, 2020 meeting minutes. He reviewed the three handouts.

1. The Proposed Statement for Bylaws: Article II – The Alumni Council, #8 Confidentiality states that all confidential documents will be marked confidential and conversations will be alerted as confidential; #9 Statement of Personal Commitment and Confidentiality. A suggested amendment to this was to add the highlighted words below:

- Alumni Association *and the University*

One member asked about an enforcement mechanism and consequences. The response was -- if you violate the signed agreement, depending on the severity, removal from the council may be discussed.

The Statement of Personal Commitment will be part of the new members' orientation and all members will be asked to sign each year.

2. The Volunteer Code of Conduct was reviewed and will be visible on the alumni website.

3. The Community Expectations Clause was also reviewed and will be found on the bottom of every event registration form.

## TREASURER'S REPORT

In the absence of the treasurer, the Assistant Vice President reviewed the revenue/expense

handout. A deficit of \$100,000 is anticipated for FY20. The Vice President of Development and Alumni Relations announced last October that the Alumni Association would no longer be a direct fundraising group in the future. Conversations in that regard have continued since. Fundraising for the Alumni Association has been down 37% since last year, and down 36% the prior year. The number of unique donors is down as well. These numbers should not affect the US News and World Report rankings.

## **FUNDING MODEL STATUS**

The immediate past president stated that beginning this year the University would provide the difference between what we raise and what we need. We will continue to fund raise until June 30, 2020. The University will provide up to \$500,000 annually starting July 1, 2020. We have raised \$155,000 to date; therefore, \$344,000 is the difference we will receive to get to \$500,000. The projection is that there will be only a slight surplus at the end of the fiscal year. The Nationwide \$125,000 will be received this year and for two more years, when the agreement ends. After the Nationwide partnership ends, the University will cover that \$125,000, bringing the total the JHAA will receive annually to \$625,000. Please donate to the Alumni Association by June 30, 2020.

He described the history of the funding of the Alumni Association. Before 2012, the JHAA was dues based, but it proved not to be sustainable. In 2012, it was recognized that engagement across the globe was beneficial for multiple reasons, including advancement and development. Fundraising for alumni engagement confuses the message to alumni. In addition, there are concerns that using the University's image and logo with commercial partnerships is not desirable. The University is now making a firm commitment to cover the annual expenses of the association.

One source of outside funding that will remain is the payout from the Cerulean endowment. What are ways to encourage membership in the Cerulean society? We would need to raise 96% more to substantially increase the payout from the Cerulean endowment.

Are there commercial entities who could underwrite events as sponsors? A sponsor is specifically designated as only getting their name associated with an event – and no logo, no website, nothing that remotely looks like “marketing.”

For at least one to two years, the JHAA will not be soliciting funds.

### **Questions:**

What is the role of JHAA and the Alumni Council? How do we ask members to donate to the university?

Currently the bylaws require council members to make a donation. We may impose a by-laws change directing members to give to other parts of school or university. 100% participation is still expected of the council – that will not change.

Will divisional payout increase?

Divisional payout will continue but more specifics are still in discussion.

How do donors know what they have donated to date and to whom?

That is currently being worked on as a joint project between departments. It was discussed at a board meeting --- it has been a multi-year process and is still in progress. Being able to view one's giving history is in the strategic plan alongside the ability for alumni to update their personal information.

Can alumni still donate to JHAA after this change occurs?

Yes --- July 1, 2020 the Alumni Association will no longer be listed in the donation dropdown menu of choices, but donors who want to continue to support the association can still do so.

(Awards and Nominations guidelines include expectations, for certain awards, of donations as a sign of commitment.)

Will student grants still get funding, and can people still directly donate to student grants?

Yes to both.

## PEOPLEGROVE UPDATE

The Director of Hopkins Connect described the People Grove platform.

Purposes of initiative

- Creating a network
- Students seeing themselves in the additional pathways available to them
- More opportunities for students to plug themselves in
- Creating another place for alumni to plug in as volunteers
- Support student readiness – even if they don't know what their next step is
- Engaging alumni in campus life
- Life Long Learning goals met as well

How does it work?

- Flash mentoring or a personal “board of directors”
- Get a variety of answers instead of having just one mentor
- Traditional formal mentoring also exists but is not the focus of PeopleGrove

Key features

- Database for interaction
- Opportunities to engage
- Many communication options
- Affinity, interest, and identity groups available

Overview of what the site looks like in use on screen

- Students can search the database by multiple categories at the same time

- Students can search based on specific questions
- Granularity for student searches
- LinkedIn has 17% response rate and requires connection before messaging, while PeopleGrove already has people bought into the program. The response rate within PeopleGrove is about 75%.

## Questions

Are there push alerts?

- There are emails and no mobile app
- There is messaging
- Has “smart” features that help students communicate better and not just “ask for a job”
- There is a “smart” request a meeting feature

How do questions work?

- Can be asked anonymously to a discussion board

What are the future plans?

- There will soon be alum to alum mentoring
- Have faculty and staff as mentors
- Career coaching and advising
- Include PeopleGrove in course assignments
- Intersession trip integration
- Identifying employers as mentors
- Timeline presented on screen
- Divisions will have the ability to customize their own formal mentoring programming within PeopleGrove

How are you getting through to students and getting past the noise of other platforms?

- PeopleGrove is a university mandate
- Life Design Educators are in place in every school across the institution, and are deployed at the discretion of the directors of those Life Design Centers (i.e. some LDEs are aligned with departments, some are aligned with divisions, etc.)
- Leadership has committed fully to this platform

Why is this peoplegrove.com instead of jhu.edu?

- We are branding it as Hopkins as much as possible
- It’s very hard to get 3<sup>rd</sup> party vendors integrated on our servers
- Having the name of the vendor in the url lets people know that issues with it will be fixed by them and not us

Is there investigation into peoplegrove.jhu.edu to avoid spam sites taking that url?

- There will be.

How does a profile work for people who are alumni and current students?

- Needs to be looked into.

Are we communicating with peers and finding out how they are using PeopleGrove in successful ways?

- Yes. PeopleGrove has a great peer community that Casey checks into daily

Why is this not a mobile app?

- Two main factors given to us from PeopleGrove
  - App usage for these types of sites was not very strong
  - Students prefer to do their networking on a laptop or desktop to avoid typos or informality
- Number of platforms have opted not to do apps
- Feedback given that the first messages on the site are often to get off the site and onto messaging.

## COMMITTEE REPORTS

### Alumni Communities

- Focusing on the recommendations of the Lifelong Learning Task Force
- Exploring look, logo, and how to be brand ambassadors
- Taking a look at the strategic plan and thinking about how to evolve the direction of the Alumni Communities Committee

### Awards & Nominations

- 43 awardees were presented and approved by committee
- Awards are confidential until President Daniels notifies awardees
- Next task – to review and recommend new council members for next cycle. April 1 is deadline for nominations
- We invite council members, who are rolling off, to October Leadership Weekend
- Community Hero Award has been renamed Community Champion Award
- Question: Can we give awardees a yearlong membership to the Johns Hopkins Club?
- There have been inconsistencies and gaps in the quality of the nominations and recipients
- The committee will be discussing Priority 3 – building alumni leaders in the pipeline

### Communications & Digital Engagement

- Finalizing communications for the broader PeopleGrove launch

- Sunsetting of the legacy admissions
- Communications coming up in regards to Commemoration Day, Women of Hopkins annual conference, Alumni Weekend, and Commencement

### Development & Finance

- How can we get 100% contribution from Alumni Council? The president will be sending a letter to those who have not made a gift.
- Development and Finance committee and the Funding Model Task Force will be combined.

### Key 3

- School of Public Health is doing work in LA surrounding concerning housing and health; Denver program on youth vaping; working with Healthcare Affinity
- SOE partnering with BSPH, WSE, and BSPH to create a model to help schools recover from violent events
- Peabody had a concert in NYC w/pianist at Carnegie Hall
- Key 3 will start tracking student reps to Key 3 so that they can become targets for future leadership roles in the Council

### Student & Alumni Engagement

- The Student and Alumni Engagement Committee received 10 applications for the caRING program from a total of six schools. Even with a deadline extension and advertising, the number of applications did not increase dramatically. The committee plans to discuss ways to educate students about the school ring program, and possibly create an online form for faculty/staff to fill out in lieu of letters of recommendation.
- The ring ceremony was scheduled for April 23, 5PM at Homewood. In light of the global health crisis, the ceremony has been cancelled and rings will be mailed to recipients.
- The graduation gift for the next two years is a print of all nine schools.
- The welcome gift will be a notebook. It is the same gift that was given in the fall of 2019, and it was very well-received.

### Student Grants

- The Lenrow Grant funded 19 student groups.
- Most groups were partially funded due to the number of quality applicants.
- Next year, the committee will limit applications to 150.
- All groups have received their awarded funding.
- Groups are required to do a final report after receiving funding.
- The committee will be reviewing the contract with Reviewer, the site where applications are submitted and reviewed.



## SAC NETWORKING LUNCHEON (Student and Alumni Connections)

The Executive Committee members were joined by approximately 20 students from six divisions for a networking lunch in the Great Hall. The co-chairs of the Student and Alumni Engagement Committee invited three alumni to sit at each table, and students to fill in, for general networking discussions. There were no industry-specific tables. Networking related questions were available at each table.

## STRATEGIC PLAN TASK FORCE REVIEW

### Strategic Plan Priorities

1. **Programing:** Provide significant personal and professional opportunities for Johns Hopkins alumni to engage and connect with the University.
2. **Students:** Deepen current students' connections to the Johns Hopkins Alumni community, chartering clear pathways through which they will become engaged alumni
3. **Pipeline:** Identify and develop future alumni leaders, establishing a diverse and inclusive volunteer pipeline that will cultivate and support increased alumni giving to the university
4. **Infrastructure:** Improve the systems and infrastructures needed to support collaboration across development and alumni relations offices at all nine schools with key campus partners to maximize impact, efficiency, and excellence.

The Secretary reviewed the findings of the Strategic Plan Task Force, who had looked at the current committee structures, activities, and how the Alumni Council by in large fit within the strategic plan. A list of 75 recommendations were compiled.

The Secretary directed the Executive Committee members to break into four groups and focus on one of the four priorities. He asked them to go through all of the recommendations made for each committee, see if the recommendations fit within the priority, and be honest about whether the committee should either continue, be eliminated, or be restructured. He asked each group to identify one or two quick wins. Examples of discussion topics were suggested as follows:

- With a new funding model, does the Development Finance Committee make sense?
- Are the right council members placed in the committee that best fits their expertise?
- #IAmHopkins campaign fits within Priority 2.
- Hopkins Day fits within Priorities 1 and 2.
- PeopleGrove fits within Priority 3.

**GROUP/PRIORITY 1** - Provide significant personal and professional opportunities for JHU Alumni to engage and connect with the university.

Leader: John DeMaggio; Judie Mopsik, Natalie Draisin, Phuong Tran; Staff: Elena Thompson, Leah Murphy, Michael Carlton

The group identified three strategic recommendations:

1. Prioritize volunteer engagement over philanthropic engagement with a concentration on human capital and life design.

Considerable discussion revolved around the ability to attract additional alumni to the association. How do we get them engaged, and give them that sense of belonging? All agreed that the emphasis on financial contributions actually alienates alumni. Alumni are interested in an organization that can provide them with personal and professional enrichment, but they also receive satisfaction by contributing in non-financial ways. There was discussion about creating a committee on life design. Could that be an element of KEY-3? Time constraints precluded exploration of the pros and cons of this recommendation. What is the JHAA doing to help, assist, and give back to alumni, instead of asking alumni what they can do for the institution? In the past, when alumni donated, they received a set of return address labels with their thank you letter. Engineering provides a coffee cup to those who participate in the Dean's virtual coffee chats. Peabody offers a tax assistance webinar to alumni who depend on IRS Form 1099 for most of their income.

2. Leverage online/virtual platforms and spaces with online students to raise awareness of alumni programs and opportunities; and provide to new enrollees a physical welcome gift that has a "Hopkins flavor."

As the schools continue to follow the greater educational trend toward virtual education, the JHAA must join or even lead that trend. Having a virtual student, who is also an alumnus of the part time program, in Group 1 was of considerable assistance in this discussion. These online students, more often than not, never set foot in any physical University facilities. They not only lose that JHU identity, they never have the opportunity to initiate that identity. The University needs to promote the Alumni Association to these virtual students through online advertisements that promote the Alumni Association; notifications of local alumni events, such as affinity engagements, where these virtual students can interact and network face to face with other JHU virtual students and alumni; and by creating virtual alumni ambassadors for peer-to-peer Alumni Association promotion.

3. Build a system that helps create a sense of a continuum and connection from student to alumni, and translate it into greater engagement.

To build that sense of community with the Alumni Association, we must begin that foundation with students, before they graduate. There needs to be a more conscious and strategic connection

by building engagement between student organizations and appropriate alumni groups and affinity groups.

Other considerations:

There was considerable discussion about creating a training program for new Alumni Council members. It was felt that new members of the council begin their terms not really understanding the programs, the other schools, the role of the Council, or their duties and responsibilities. A training program would provide the basic information that would allow them to better contribute and fulfill their obligation to the Council and the University during their term.

Staff need to do a better job of following up with student leaders after they graduate. Staff should identify the many student organization leaders, students who are representatives on alumni committees, and students who attend alumni events -- including KEY-3, alumni/student lunches, mock interviews, speed networking, and mentoring. These activities all provide an alumnus to student interaction, and the Association needs to capitalize on them, as the students become young alumni.

The JHAA needs to better engage the faculty. What could the JHAA contribute to the faculty to encourage their interaction with alumni? There was insufficient time to explore this further.

**GROUP/PRIORITY 2 - Students:** Deepen current students' connections to the Johns Hopkins Alumni community, chartering clear pathways through which they will become engaged alumni

Leader: Mike Pryzby; David Einolf, Judy Keen, Mark Rosenblum; Staff: Jamie Seward, Casey Miller

The group identified three strategic directions:

1. Eliminate redundancies and streamline efforts for student and alumni networking, connections, and opportunities through collaboration with life design and integrated communication.
2. Connect with student groups to support affinity for JHU through these groups by showing value of alumni connections in time, talent, and treasure.
3. Meet students where they are.

NOTES

- Connect with students early and maintain connections following graduation.

- Streamline the student connection with the Office of Integrative Learning and Life Design.
- What meaningful things can the Alumni Council do that can be leveraged in order for students to continue to be engaged after graduation?
- Educate students about opportunities to connect with alumni (e.g. caRING, affinity events, career fairs, mentorship symposium, grants, PeopleGrove, etc.).
- Establish one cohesive portal for alumni and students to connect with mentors and to learn about opportunities. Could PeopleGrove have a centralized events calendar and be a central repository for information? Is there a university-wide calendar where student groups and alumni events can be posted?
- Alumni Council committees, such as SAEC, Key 3, and Communications, have overlapping initiatives. What is a tangible volunteer effort that can align with Farouk's initiative, and make his initiative more effective? Silos should be avoided.
- Where is the hook between the Alumni Association and the Life Design Lab? Perhaps, create an Integrative Life Design Committee.
- Theoretically, PeopleGrove could identify alumni who might be interested in a specific webinar and let them know about it.
- Ask Farouk what he needs from the AC, and how can the AC help Farouk improve? This is a key action the AC should take now. Topics to cover include student group support, Affinities, Mentoring, job shadowing, internships, job posting/hiring, and #HireHopkins.
- Via the LDL, need to find out what students want from alumni and let the AC facilitate delivery of it.
- PeopleGrove is a tool. What are those hooks into the students that we want? AC defines it and staff figures out how to make it happen.
- Key 3 does not have an explicit committee mandate.
- Purpose of committee structure is to create a multiplicative effect in terms of the impact on students and alumni -- ex., student grants does it. Finding people in and links to companies and organization for job information (internships and full hires) could be a key. Having a JHU contact at an organization to assist with job postings and hiring, or even to be a source about a company would be key. Consider having nights at JHU where alumni in HR discuss opportunities and projects at their companies (mini-job fair).
- SAEC challenge – caRING is a great program with a low multiplicative impact. Could caRING be run by a few volunteers and a staff member instead of having it as a committee-wide responsibility?

- Find more opportunities like student grants that are similar to student grant impact – internships, job placements, mentoring opportunities, inclusivity, create affinity groups and match student groups with affinity groups. Find a space for that synergy during Alumni weekend and other joint events.
- Take an interest group that is SGA funded and pair them with an affinity group. Pair alumni with student activities. Have alumni attend student activities funded by grants.
- *News-Letter* – When they graduate, there is no affinity left. Dave Einhof suggested that we find a way to continue to engage the individuals that worked on the *News-Letter*.
- How do students view the school as they graduate? Student debt has been an issue, but less so now. What is the first big positive? Networking.

**GROUP/PRIORITY 3** - Pipeline: Identify and develop future alumni leaders, establishing a diverse and inclusive volunteer pipeline that will cultivate and support increased alumni giving to the university

Leader: Sonia Sarkar; Brian Fruchey, Allyson Handley, Judy Keen, Michael Cornelison; Staff: Jen Yeager, Michael Carlton, Marguerite Jones, Rachel Doliner

The group identified strategic objectives:

1. Focus on the student grant recipients and feed into the pipeline of potential alumni leaders.
  - a. Alumni Council members could take on a grant recipient as a mentee.
2. Strategize further engagement for all awardees, past and present, and consider for pipeline.
  - a. Is there a specific committee tie-in for each awardee?
  - b. Assign council members to be follow-up contacts for awardees.
  - c. Survey awardees about their engagement desires.

#### Awards and Nomination Committee

Track awardees and try to engage them further after they receive an award. Since schools push for specific nominees, there should be more follow up post nomination especially since many have a high giving capacity and engagement with JHU. Send survey to awardees and ask how they want to be involved. Connect more with awardees – invite them to events.

Comment: There is no award for alumni who are in the midcareer level.

#### Communications Committee

## How to use digital engagement as a pipeline?

- PeopleGrove as recruitment tool
  - Design digital mentor network for council members and assign students using PeopleGrove information.
  - Move engaged mentees into leadership position pipeline.
  - Locate skillsets missing from the council.
    - Concern: the use of personal information from the platform is too invasive
    - Concern: PeopleGrove is a loose network and should not be used for pairing. Using the platform is too similar to formal mentee program.

## Student Grants

Track grant winners and host an event during Young Alumni Weekend (since it's during Leadership Weekend) with the winners and the Alumni Council to cultivate and engage winners. Match council members with groups in mentee relationships and make it an expectation to keep up with them. Create an expectation that awardees will maintain contact with the Alumni Association. Choose winners by how much their grant application aligns with the strategic plan. Alumni Council members could go to a student organization meeting and introduce themselves.

## Student and Alumni Engagement

Have a luncheon for all the student leaders of the last ten years to meet the Council and to engage them.

Further engage the caRING recipients.

Comment: Why can't we have all students in the alumni database.

Create a conversion committee – look at populations to be engaged.

## Key 3

Track and continue to engage student members of the Key 3.

**GROUP/PRIORITY 4** - Infrastructure: Improve the systems and infrastructures needed to support collaboration across development and alumni relations offices at all nine schools with key campus partners to maximize impact, efficiency, and excellence.

Leader: Bryan McMillan; Anika Penn, Tony Span, David Yaffe, Staff: Stephanie Muller, Erika Juengst, Krystle Ongaco

- Informal/Formal Surveying
  - Find out what works work and what doesn't

- Be collector of information
- Arming council members with questions
- Ability to empower alumni
- Build engagement
- Proper Onboarding for Council Members (especially new ones)
  - Set standard of expectation
  - Understand volunteer role and position
  - Start onboarding sooner – Big Brother program
  - Podcasts for new members
- More Things to Do, Less to Talk About
  - Know what to do and create committee around it.
  - Look at committees using Venn diagram to see where there is overlap.

## REPORT BACK

Each of the priority groups reported their top recommendations as follows:

### Priority 1

- Decrease solicitations and increase life design.
- Virtual student engagement: Build awareness of Alumni Association with a pop up box on blackboard portal, welcome packets, and graduation gifts. When students log onto portals, there should be advertisements for the Alumni Association.
- Build a continuum between students and alumni. Create welcome packets for online students about the alumni association.

### Priority 2

- Eliminate redundancy among the committees, particularly the Student Grants, Student and Alumni Engagement, Alumni Communities, and Key 3
- Create a connection between students groups and alumni/affinity groups; meet students where they are.

Priority 3

- Engage Student Grants winners and awardees to help feed the pipeline.
- Create mentoring groups by matching students with Alumni Council member. Bring them back for reunion with Alumni Council members
- Have council members serve as points of contact with awardees and have follow up conversations; and create a survey for awardees to find out how to engage them.

Priority 4

- Proper onboarding for council members before leadership weekend.
- Rethink committees --look at how SAEC, SG and Key 3 can cross collaborate; lots of overlap, have a seamless flow; create a Venn diagram for what committees do to show areas of overlap.

**CLOSING REMARKS**

The President thanked everyone for participating and adjourned the meeting at 3 p.m.

**Invitees:**

Executive Committee			
First Name	Last Name	Title	Attendance
Allyson	Handley	President	Attended
Anika	Penn	First Vice President	Attended
Judie	Mopsik	Second Vice President	Attended
Brett	McCone	Treasurer	Absent
Bryan	McMillan	Secretary	Attended
David	Yaffe	Past President, Ex-officio	Attended
Auburn	Bell	Div Rep Business	Absent
Braphus	Kaalund	Div Rep Peabody	Absent
John	DeMaggio	Div Rep Engineering	Attended
Susan	Kulik	Div Rep Nursing	Attended
Shelby	Kemper	Div Rep Public Health	Absent
Shelby	Wilkes	Div Rep Medicine	Attended
Daniela	Kaisth	Div Rep SAIS	Absent
Tony	Spann	Div Rep Education	Attended
Ajay	Kaisth	Co-chair Key 3	Absent
Brian	Fruchey	Awards & Nominations, Co-Chair	Attended
Ralph	Hruban	Awards & Nominations, Co-Chair	Absent
Mark	Rosenblum	Development & Finance, Chair	Attended



Natalie	Schock	Student & Alumni Engagement, Chair	Attended
Judy	Keen	Student & Alumni Engagement, Chair	Attended
Bill	Kirst	Communications & Outreach, Chair	Attended
Reggie	Bannerman	Student Grants, Co-Chair	Attended
Mike	Cornelison	Student Grants, Co-Chair	Attended
Mike	Pryzby	Student Grants, Co-Chair	Attended
Phuong	Tran	Org Rep PRIDE	Attended
Lalita	Hamilton	Org Rep SOBA	Absent

**THE JOHNS HOPKINS UNIVERSITY ALUMNI COUNCIL  
EXECUTIVE COMMITTEE MEETING  
March 6 – 7, 2020  
FINAL AGENDA**

**Friday, March 6, 2020, 6:00 – 9:00 pm**

Woodberry Kitchen

2010 Clipper Park Road

Baltimore, Maryland 21211

*Shuttle service from the Inn at the Colonnade at 5:30 p.m. and returning after dinner.*

6:00 pm – 6:45 pm      Cocktails

6:45 pm – 7:00 pm      Welcome Remarks, Allyson Handley, Ed '75, '78

Update on the Sustainability Leadership Council, David Yaffe, A&S '74

7:15 pm – 9:00 pm      Dinner

**Saturday, March 7, 2020, 8:00 am – 4:00 pm**

School of Education, Great Hall

2800 N. Charles Street.

Baltimore, Maryland 21205

*Shuttle service from Inn at the Colonnade, 7:45 a.m. Complimentary parking is available in the lot behind/adjacent to the building. (Entrances on 28<sup>th</sup> Street and N. Charles Street.)*

***Breakfast (8:00 am – 8:30 am)***

- I.      Welcome and Updates – Allyson Handley, Ed '75, '78 and Anika Penn, SAIS'10  
10x20 update
- II.     School of Education Update - Dean Christopher Morphey
- III.    I AM HOPKINS initiative – Brian Shields, Director of Communications AND  
Hopkins Day – Pat Conklin, Director of Reunion Classes and Homecoming Initiatives

- IV. Approval of Minutes, Bylaws Changes, Confidentiality Statement, Code of Conduct – Bryan McMillan, Bus '00, '02
- V. Treasurer's Report – Susan deMuth for Brett McCone, A&S '96, BSPH '98
- VI. Funding Model Status – David Yaffe, A&S '74
- VII. People Grove Update – Casey Miller, Director, Hopkins Connect

***Break (10:40 –10:55am)***

- VIII. Committee Reports
  - Alumni Communities – Sonia Sarkar, A&S '08, BSPH '13
  - Awards & Nominations – Brian Fruchey, Bus '10; Ralph Hruban, Med '85
  - Communications & Digital Engagement – TBA for Bill Kirst, A&S '00
  - Development & Finance – Mark Rosenblum, A&S '79
  - Key 3 – Judie Mopsik, BSPH '99; Ajay Kaisth, SAIS-Bol '89
  - Student & Alumni Engagement – Judy Keen, A&S '97, BSPH '01, Med '04; Natalie Shock, Ed
  - Student Grants – Reggie Bannerman, Nurs '97, '02; Mike Pryzby, Engr '09; Mike Cornelison, Engr '85;

***Networking Lunch with Students (12:00 pm – 1:30pm)***

- IX. Strategic Plan Task Force –Bryan McMillan, Bus '00, '02  
Review of findings of the committee
- X. Break out discussions of the current recommendations and brainstorming new ideas
  - Priority I – John DeMaggio
  - Priority II – Mike Pryzby
  - Priority III – Sonia Sarkar
  - Priority IV – Bryan McMillan
- XI. Report back by group of top two ideas and summary
- XII. Closing Remarks – Allyson Handley, Ed '75, '78 and Susan deMuth

*Next Executive Committee Meeting Teleconference: May 12, 2020 from 5-6:30pm (ET)*  
*September 15, 2020 5-6:30 p.m. ET*  
*Leadership Summit – Oct. 1-2*  
*October 2-3, 2020 Leadership Weekend*