

THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION

ALUMNI COUNCIL EXECUTIVE COMMITTEE MEETING MINUTES

February 21, 2023

ATTACHMENTS AT END OF DOCUMENT INCLUDE: ATTENDEES, LIST OF INVITEES, AGENDA
REVENUE/EXPENSE SHEET

TUESDAY, FEBRUARY 21, 2021

ZOOM MEETING

Facilitator: Mary Ann Dickson

Time Meeting Start: Noon (ET)

Meeting End Time: 1:00 p.m. (ET)

MEETING MINUTES

WELCOME

President Mary Ann Dickson welcomed everyone and deferred giving a Board of Trustees update until the next meeting.

SECRETARY'S REPORT

Secretary Claudia DeCarlo asked for and received unanimous approval of the minutes of the November 15 meeting.

BENCHMARKING

Susan deMuth stated that the benchmarking project is a work in progress requiring feedback from the Council and discussion in April. It has been shared with Fritz Schroeder, the divisional staff representatives, and the Steering Committee.

Erin Yun began to review the slide deck.

She noted that it has been a huge team effort involving staff members Krystle Ongaco, Ember Harnett, Jennifer Fisher, Marguerite Jones and Jason Heiserman, who interviewed 16 schools.

This extensive project was presented to the Council first in fall 2022. The project scope included the entire experience of being on the Council.

This benchmarking has never been done before for several reasons. One reason is that the financial model has shifted significantly, and today there is much less income available as royalty programs have diminished.

A Council members' survey is being developed.

Some highlights include:

- There is no single approach to curating and identifying council members; some have a combination of processes. The biggest priority was aligning council goals with skill sets needed. What skill sets do we need? What are the gaps?
- Pipeline is needed and achieved by working closely with schools, planning three to five years out. We want a group that is fully prepared and educated on the goals of the Council before they start. Current council members would steward the pipeline.

Last April's meeting was impetus for doing this exercise and this process.

Jason Heiserman addressed the following areas:

- Council size - The average size is about 31 vs our number of 67. UPenn has a different model, a congregational model. All want to make sure that every member is adding value and feels engaged.
- School representation – varied by school. Some required it, some sought it.
- Students in most cases are not represented on the councils, but schools focus on what the council can do for students. If a school had student reps, typically there was one for undergrads or one for the graduate population.
- Recommendation is to reduce the number of members over next three years. Look at involvement factors; have an ambassador on call or champion group for specific tasks, but not part of all the council meetings. Review current member engagement; offer some members the choice to opt out early or to move into an Ambassador type role to manage specific tasks as needed.
- The BOT engages students as needed by topic, but does not have them on the board. This allows for a greater student representation from across the institution.
- Standing committees – (We recently reimagined our committees from seven to four.) One-third of the schools had no committees; the trend seems toward having working groups that are formed at the beginning of each year. Most common were committees around awards and membership. Some schools struggled with finding tangible projects for broader themed committees.
- Recommend refocusing structure; consolidating some committees, and having teams that are project-based on an annual basis.
- Sample structure – 34 members as outlined on the slide.

Erin Yun addressed these areas:

- Philanthropy – Some schools required it, some encouraged it, some had goals for campaigns.
- Recommend strongly encouraging, but not requiring it.

- Former member engagement. There is no program to review, all are new or in development. We need to look at where the Council fits in the larger scope of volunteer activities at JHU and how to keep former council members engaged.
- Term limits vary widely.
- Only recommendation is to extend the steering committee and officers' terms to three years to match with the Board of Trustees three-year terms, and to shift our year to July 1 – June 30 to align with the Trustees' membership year.

Susan deMuth said we want to achieve success as defined in slide 18, to have skilled, engaged members with clear roles.

Staff will email the slide deck and ask for feedback in the next seven days. The recommendations outlined are based on optimizing the efforts of the Alumni Council for the Association and JHU.

COMMITTEE REPORTS

The Alumni Experience

Bill Kirst and Natalie Draisin had a “hype” video and sent prior to their first meeting so members could get to know each other. They introduced people on how to use and engage on OneHop; they reviewed the alumni author book talk idea, and the first one was on Feb. 10; they asked the members to send ideas for alumni talks; they recorded the meeting and shared with the committee; They would like names of alums who would be great speakers.

Engaging Future Alumni

Mary reported that all the student grant funds have been dispersed. On March 16, there will be another SAC (Student and Alumni Connections) event; Stephanie Talton will host. Please participate. Another such event will take place during Alumni Weekend on April 14. The caRING deadline was extended a week; and help is needed for reviewing the applications. They are hoping for 35 applications. On March 9, the applications will be sent out for review.

Building Diverse Leadership

Lou Bartolo reported that the 2023 awards selection has been completed with a couple being deferred to next year due to some questions. The bios of the awardees with photos were sent out in advance of this meeting. A motion was made and passed to approve the awardees.

Operations

Mike reported that the committee looked at its alignment with priority four, and questions its current set of tasks. They are looking for output from the benchmarking project so they can align with any new tasks and goals. The committee now has three members.

INCOME/EXPENSE REPORT

Treasurer Brian Fruchey referred to the income/expense report that was sent prior to the meeting.

Cerulean payout is trending above. Our fund donations are trending low, but our data is behind because we are undergoing a transition to a new database system. Expenses in communications are up compared to last year.

Council expenses are higher in part due to the in-person meeting and higher tech costs.

We will continue to monitor it closely.

OVERVIEW OF APRIL 14 – 15 COUNCIL MEETING ACTIVITIES

Council is being spotlighted and will be showcased during Alumni Weekend, which will be an exciting one.

Be sure to look at the agenda/itinerary that includes lectures and big events where the council will be highlighted.

The senior class is having its dinner Saturday night followed by live band at 9 pm for those that can stay.

Thursday night includes a new tradition involving a time capsule for seniors, which may be opened up at reunion year in 5 or 10 years; Thursday is the blue lighting of the campus.

There are some great opportunities to connect with alumni and students during the weekend.

ALUMNI RELATIONS UPDATE

Susan deMuth referenced the Hopkins Possible program, which is getting a lot of traction.

For the newer council members, Sus mentioned that in 1989, the Council had significant financial responsibilities; but those sources of income don't exist anymore. There are no more credit card or insurance programs that used to provide significant royalties. Today the University president doesn't want it appearing that we are sharing data and giving out lists to third party vendors. So our financial model has changed significantly from when the Council originated.

NEW BUSINESS

There was no new business; and the meeting concluded.

Executive Committee			
First Name	Last Name	Title	Attendance
Mary Ann	Dickson	President	Attended
Judy	Keen	First Vice President	Attended
Sonia	Sarkar	Second Vice President	Absent
Brian	Fruchey	Treasurer	Attended
Claudia	DeCarlo	Secretary	Attended

Anika	Penn	Past President, Ex-officio	Attended
Mervat	Mina	Div Rep Business	Attended
Diane	Orlinksy	Div Rep Medicine	Attended
Nick	Hu	Div Rep Engineering	Attended
Robert	Hitz	Div Rep Peabody	Absent
Jane	Ball	Div Rep Nursing	Attended
Rosanna	Corbin	Div Rep A&S	Absent
Shelby	Kemper	Div Rep Public Health	Absent
Daniela	Kaisth	Div Rep SAIS	Absent
Will	Matsuzaki	Div Rep Education	Attended
Bill	Kirst	Alumni Experience, Co-Chair	Attended
Natalie	Draisin	Alumni Experience, Co-Chair	Attended
Lou	Bartolo	Building Diverse Leadership, Co-Chair	Attended
Joe	Yoon	Building Diverse Leadership, Co-Chair	Absent
Neil	Patel	Engaging Future Alumni, Co-Chair	Absent
Mike	Pryzby	Engaging Future Alumni, Co-Chair	Attended
Mary	Pei	Engaging Future Alumni, Student Co-Chair	Attended
Rhonda	Richetta	Operations, Co-Chair	Attended
Michael	Waters	Operation, Co-Chair	Attended
Phuong	Tran	Org Rep PRIDE	Attended
Lalita	Hamilton	Org Rep SOBA	Absent
Brandon	Ball	Org Rep SOBA	Absent
Guillermo	Ortiz	Org Rep HOLA	Absent
Christian	Echevarria	Org Rep HOLA	Attended

Invitees: Mary Ann Dickson, President; Judy Keen, 1st Vice President; Sonia Sarkar, 2nd Vice President; Brian Fruchey, Treasurer; Claudia DeCarlo, Secretary; Anika Penn, past president, ex-officio; Phuong Tran, PRIDE rep, ex-officio; Lalita Hamilton and Brandon Ball, SOBA rep; Guillermo Ortiz and Christian Echevarria, HOLA rep

Jane Ball, Lou Bartolo, Rosanna Corbin, Natalie Draisin, Robert Hitz, Nick Hu, Daniela Kaisth, Shelby Kemper, Bill Kirst, William Matsuzaki, Mervat Mina, Diane Orlinsky, Neil Patel, Michael Pryzby, Rhonda Richetta, Mary Pei, (Student Rep); Mike Waters, Joe Yoon

Staff Members: Susan deMuth, Assoc. VP, OAR, Executive Director, JHAA; Marguerite Jones, OAR; Pat Conklin, OAR; Elena Thompson, OAR; Gwen Harley, OAR; Jason Heiserman, OAR; Erin Jakowski, OAR; Krystle Ongaco, OAR; Ember Harnett, OAR; Britney Farrare, OAR; Jen Yeager and Gen Chawluk, Krieger School of Arts & Sciences; Lindsay Askew, School of Education; Kasia Batorski, School of Advanced International Studies; Erika Juengst, Elizabeth Rigsbee and Leslie Proctor, Bloomberg School of Public Health; Michael Carlton and Zanieca Scott, Peabody Institute; Jamie Seward, School of Medicine; Kim Dolan, Whiting School of Engineering; Katie Coleman, School of Nursing; Jennifer Benson and Philip Bakerman, Carey Business School; Casey Miller, Mentoring Initiatives; Khudai Tanveer, DEIB Specialist; Janine Tucker, Development and Special Projects; Erin Yun, Volunteer Engagement

Facilitator: Mary Ann Dickson

Meeting Start Time: Noon (ET)

Meeting End Time: 1:00 pm (ET)

Meeting Agenda:

1. Welcome: Mary Ann Dickson, A&S '97
2. Secretary's Report- Claudia DeCarlo, Bus '15
 - a. Approval of the November 15 meeting minutes
3. Benchmarking – Erin Yun, A&S '94
4. Committee Reports: (5 min. each)
 - The Alumni Experience: Bill Kirst, A&S '00; Natalie Draisin, A&S '10, BSPH '15
 - Engaging Future Alumni: Neil Patel, Engr '05; Mike Pryzby, Engr '09; Mary Pei, Ed
 - Building Diverse Leadership: Lou Bartolo, Nurs '18; Joe Yoon, A&S '00
 - Operations: Rhonda Richetta, Ed '06; Mike Waters, Engr '06
5. Income/Expense Report: Brian Fruchey, Bus '10, and Susan deMuth
6. Overview of April 14-15 Council Meeting activities
7. If time allows: Alumni Relations Update: Susan deMuth
8. New Business

Next meetings:

Friday – Saturday, April 14 – 15, 2023 (full Council)

Tuesday, June 13, 2023

Tuesday, September 12, 2023

Annual Meeting, October 20 – 21, 2023 at 555 Penn. Ave, DC

