

THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION EXECUTIVE COMMITTEE MEETING

November 11, 2019

Location: Conference Call

Call in: 888-651-5908; Participant Code: 516-6858 (USA) host – 271-3724

MEETING MINUTES

Welcome and Updates

Allyson welcomed David Einolf, the new Arts and Sciences divisional representative to the Alumni Council. The SAIS division rep has not been announced yet.

Approval of October 4-5 minutes – In the absence of the Secretary, Allyson asked for a vote to approve the October meeting minutes as distributed. They were approved unanimously.

Allyson described how engaged the new Council Members were at Leadership weekend.

The Board of Trustees meeting is in early December; Anika will attend, Allyson is unable to.

Committee Reports

Alumni Communities

- Elena Thompson reported that the Committee will meet in January 2020.
- Sonia is contacting the new members and sending updates late November/early December.
- Work for final versions of the Lifelong Learning (LLL) graphic identifier/logo is in progress with our graphic designer.
 - One large digital version
 - One small digital version
 - One version for print materials
- We are looking for a Drupal Web Developer to finish off the new web page design.
- A new platform will be added to the LLL page. PBC Guru is the vendor and we are already have a contract with them for the YA Book Club and the Journal and Article Club
 - In October, they began producing the new platform with two webinars each month in addition to white papers.
- We also hope to offer alumni access to Coursera, an online learning platform, which features JHU specific and original content. Discussion are in progress.
- The committee will assist with the marketing and promotion of the new LLL page and new offerings.
 - They will help to think through the creation of strategic communication and broad marketing strategies.

- The committee will also engage with Gus Sentementes, the Director Social Media & Analytics for the university, around possible strategies.

Awards and Nominations

Brian reported about changing the name of Community Hero to Community Champion Award based on feedback from Leadership Weekend. Some were uncomfortable with the word Hero because it implied rescuer. The Steering Committee was consulted and unanimously agreed on the new name.

Last year's matrix is being improved with a chart that looks at criteria per award type; for example, financial contribution is important for the Heritage Award, but not for Community Champion.

Award nominations are due December 1 and the committee hopes to conclude its process by early February.

Communications & Outreach

Bill Kirst stated that the committee met on 11/7 to welcome new committee members, recap Leadership Weekend, and discuss the direction for 2019-2020.

To become more aligned with the Strategic Plan, the committee put forth a possible name change to Communications & Digital Engagement, given the increased focus on that area. The name and the justification will go before the Steering Committee on 11/21.

Gwen Harley discussed #GivingTuesday and #GiveTueHopkins, which will take place on 12/3, the global day of philanthropy. The overall goal is to acquire 1,550 donors in 24 hours. The giving site at givingday.jhu.edu is live and any gifts made before the day will be uploaded to the site on that day. To encourage alumni giving, #GiveTueHopkins will promote challenge gifts (\$350K) as well as the Alumni Council's \$10K match gift. Marketing is currently underway. Alumni Council members will be encouraged to promote #GiveTueHopkins via their social media outlets as well as to donate if they have not already done so (Alumni Association). The expectation from the Development Committee is to have 100% donor participation.

As in past years, the office of the president will release a New Year Thank You video. Tentative date is 12/12. Allyson will pen an intro to accompany the video and the Alumni Association will send to all alumni on behalf of the president. In addition, the Alumni Association will develop a new New Year card (digital) that it will send to alumni and lead volunteers in the New Year.

Allyson reminded everyone that the US News and World Report ranking is based on the participation in fund raising of undergraduate alumni. She urged members to encourage recent grads to participate. Her recent attendance at the San Diego crab feast with a great turnout of young alums underscored the opportunity we have to push this message. She emphasized the importance of giving back.

Development & Finance

In the Chair's absence, the Treasurer discussed this topic in his budget report below.

Key 3

Co-chairs Judie Mopsik and Ajay Kaisth thanked Tom Calder for leading the meetings at Leadership Weekend (LW) in their absence.

At LW, three representatives-- alumni, student and staff – from each of the nine divisions had much to say and do for the 90 min. meeting. Following introductions and an icebreaker activity, they reviewed the three goals: 1) better communication between divisions, 2) developing a relationship with student and alumni representatives and 3) meeting each other. There were updates about the divisions; a GoHopOnline update by Jason Heiserman; William Archer's review of the student grants program, the deadlines, encouraging communities to apply; John DeMaggio's report about the virtual coffee chat with the dean in which 15 people participated; and a report by Sarah Cunningham on new student initiatives -- wellness, disability support, and the new student center.

Student and Alumni Engagement

Co-chair, Judy Keen, reported that their focus has been on the caRING program and getting applications out. The goal is to award one ring per division. They questioned the hardship requirement, but decided to keep it open and broad and not defined. They discussed requiring only one letter of recommendation per applicant, but kept the two letters of recommendation requirement. The application will remain the same as in years past. Plans are to improve the marketing and attract more applications, which will be available soon. February 4, 2020 is the deadline for applications. They are evaluating the ceremony and ways to make it more engaging and less somber.

The Committee is continuing to encourage alumni to use GHO. Elena Stokes will serve as the liaison between the Communications & Outreach Committee and the SAEC.

The SAC (Student and Alumni Connections) lunch was well-received at Leadership Weekend. Attendees will be surveyed.

Student Grants

William reported that the Committee is in grant reviewing season, and broke a record with 156 applications. This is good news, but difficult for the Committee, who has asked and received help from other Council members. Rachel Doliner is a new staff co-liaison to the Committee. An anonymous survey was sent to all grant applicants. There was a 10% response rate, with a 4.53 out of 5 rating for the grants process. As always we will work to improve clarity for applicants and reviewers. Jay Lenrow's grant will continue to support more groups. Plans are to produce a master calendar of all events funded by the Committee, distribute it, and make it accessible to all alumni.

Michael Cornelison added that in his reviews this year there were more groups who had not received funding in the past.

Budget report

Treasurer Brett McCone reviewed the budget. As of October 31, figures are relatively incomplete. We have raised about 17% of our goal and expect the number to increase with the upcoming giving seasons. The funding model task force led by David Yaffe is working on long term strategy. Our efforts for a long term sustainable model are supported by Vice President Fritz Schroeder. The mechanics need to be hammered out.

Brett emphasized that we need 100% participation of the Alumni Council. There is a communications strategy with three separate communications to encourage giving – one from Chair Mark Rosenblum in December, one from Allyson Handley as needed, and a final one from Brett to capture non-contributors.

It was noted that the Nationwide insurance program will end June 30, 2019, two years early, at their request. Communications will cease in March. For the FY20 budget, we will receive the guaranteed amount and an additional 25% of the guarantee, since Nationwide's fiscal year ends March 31.

It was stated that Susan is continuing to meet with Fritz Schroeder about his promising commitment for the Alumni Association.

Leadership Weekend Follow up and Survey

Marguerite reported that the Leadership Weekend minutes and a survey would be sent to the full Council soon. Awardees who attended the dinner received a link to photos of the evening; awardees who did not attend were sent a printed program as a memento of the evening. She invited everyone to send feedback and suggestions about the weekend.

New Business

Bill Kirst introduced the Alumni Council Task Force who will look at the Strategic Plan and how the committee structure fits or needs to be modified to support the priorities. The group includes John DeMaggio, Bill Kirst, Mike Pryzby, Mark Rosenblum and Sonia Sarkar. Next steps are to convene the group and to meet with each of the Council Committees to examine how they support the plan. At the March meeting, ample time will be devoted to this topic.

The meeting concluded at approximately 6:20 p.m.

Executive Committee Meetings:

January 14, 2020, 5-6:30 p.m. ET

March 6-7, 2020 Baltimore, Friday dinner, Saturday 8:30 a.m. – 4 p.m.

May 12, 2020 5-6:30 p.m. ET

September 15, 2020 5-6:30 p.m. ET

October 2-3, 2020 Leadership Weekend

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, David Einolf, Brian Fruchey, Ralph Hruban, Braphus Kaalund, Ajay Kaisth, Judy Keen, Shelby Kemper, William Kirst, Susan Kulik, 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; Rachel Doliner, OAR; Jamie Seward, OAR; Jennifer Fisher, OAR; Jen Yeager, Krieger School of Arts & Sciences; Jamie Ermak, Krieger School of Arts and Sciences; Debbie Kennison, School of Education; Jordi Izzard, School of Advanced International Studies; Erika Juengst, Bloomberg School of Public Health; Leslie Proctor, Bloomberg School of Public Health; Michael Carlton, Peabody Institute; Robin Ingram, School of Medicine; Trudee Wooden, School of Medicine; Kim Dolan, Whiting School of Engineering; Sharon Trivino, Carey Business School; Philip Bakerman, Carey Business School; Katie Damaroda, School of Nursing

Absent: Bryan McMillan, David Yaffe, Lalita Hamilton, Reggie Bannerman, Auburn Bell, Braphus Kaalund, Michael Pryzby, Mark Rosenblum, Shelby Wilkes, Susan deMuth, Jason Heiserman, Jen Yeager, Debbie Kennison, Robin Ingram, Kim Dolan, Sharon Trivino

Facilitator: Allyson Handley

Meeting Start Time: 5:00 pm (ET)

Meeting End Time: 6:30 pm (ET)

Meeting Agenda:

1. Welcome and Update, Allyson Handley, Ed '75, '78 and Anika Penn, SAIS' 10
 - a. Update on Future Funding Models for the Alumni Association
2. Approval of the May 14 meeting minutes and Vote on Proposed Bylaws Changes, 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 & Alumni 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 Relations Update – Susan deMuth
 - a. Alumni Survey and Strategic Plan Updates
- 6. Leadership Weekend Update – Marguerite Jones, A&S '74, Bus '88
- 7. New Business