

THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION

ALUMNI COUNCIL EXECUTIVE COMMITTEE MEETING MINUTES

September 12, 2023

TUESDAY, SEPTEMBER 12, 2023

ZOOM MEETING

Facilitator: Mary Ann Dickson

Time Meeting Start: Noon (ET)

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

MEETING MINUTES

WELCOME AND UPDATE

President Mary Ann Dickson welcomed everyone and noted there would be more updates after she and 1st Vice President Judy Keen attended the October Board of Trustees meeting. Judy attended the recent university convocation, and said it was a well-attended, good ceremony welcoming incoming Homewood students.

SECRETARY'S REPORT

Secretary Claudia DeCarlo asked for and received unanimous approval of the minutes of the June 13 Executive Committee meeting.

INCOME/EXPENSE REPORT

Treasurer Brian Fruchey noted that the income/expense report had some discrepancies, which will be addressed. Otherwise, the numbers are overall looking on target. FY2024 is in process of being defined and is consistent with past years. The final yearend FY23 numbers are not yet available. He plans to meet with staff to discuss ways to better visualize and present the report in time for the next meeting.

Susan deMuth added that our new CRM (called JHAS) is not pulling numbers consistently, and that more time is needed to pull the correct numbers.

OPERATIONS COMMITTEE REPORT ON BENCHMARKING

Mary Ann acknowledged that Chairs Mike Waters and Rhonda Richetta were thoroughly reviewing the results of the survey and other data relating to the benchmarking project. This will help us determine how we want to function as a council and what our optimum size is.

Mike reviewed the PowerPoint that was sent prior to the meeting and described the findings about council size and structure and council Champions concept. He and Rhonda met with current and former members, reviewed the Alumni Council survey results, and presented some suggestions and findings.

The Committee is suggesting a target council size of 45 members achieved by addressing non-attending members and divisional roles, and letting the reduction happen organically. Some could choose the Champion role, and some might self-select to rotate off next spring. We will see how to adjust size.

Key points included:

- We also need to work on engagement, new member orientation, and understanding the council divisional rep. role vs the staff divisional rep. role.
- Ultimately, the bylaws will be impacted by all of these changes.
- Meeting attendance was examined at the committee level as well as the Executive Committee and full council level, and better tracking is recommended. There were varying ideas on how to deal with attendance issues.
- How do we measure engagement beyond attendance?
- Can the Champion's group address the issue?
- The divisional rep role involves communications among divisions – how do we make that sufficient and comprehensive?
- How do we know if we make a change, it is working?
- Changing membership size would not impact budget or staffing.

Mary Ann wanted to be sure that the ultimate council structure is representative of the school construct. There is no perfect number, it is ours (not another university's) to decide upon. The entire council is being consulted in all these changes.

Robert Hitz noted that having a second council member from his division (Peabody) on the council was important.

We want to be able to grow and contract as needed over the years.

Mike and Rhonda will be presenting this at the October meeting. Please send questions and suggestions to them. They are happy to meet with anyone about it.

Mike continued with an overview of the Champions group, intended to accommodate former members and current members who want less commitment. Committee chairs could tap into the Champions group as needed. They would be non-voting, perhaps coordinating with a Steering Committee member, and their roles might include onboarding, mentoring, applications review, representation at chapter events, and assisting with surge requests. We will need to be clear about expectations. Maybe a group of charter Champions can help launch the group to consider size, tasks for non-East Coast members, and what they would NOT be asked to do, e.g., not strategic tasks or voting. One would be eligible only if active. It may not be appropriate for a non-active council member to be eligible.

Exit interviews, which are currently ongoing, will help provide more ideas for the Champions group or post council activity.

One question was - Is this a stepping off or stepping in group? This needs to be defined. For now, step one is to have the Champions be for more familiar council members, i.e., those rolling off or those current ones who want less commitment. It could be an emeritus group initially. In the future, one approach might be to include interested potential full council members.

It was noted that the questions to these answers are not yet defined. We expect discussions at the in-person council meeting in October will help shape how these open questions are answered and addressed.

OTHER COMMITTEE ANNOUNCEMENTS

Engaging Future Alumni

Chair Mike Pryzby stated that the deadline for student grants is October 6 and that the reviewing will take place before the annual meeting. The committee will be asking for help from the full council.

ANNUAL MEETING UPDATE

Marguerite Jones referred to the agenda that was sent out outlining the meetings at 555 Pennsylvania Ave. and the dinner at the Hyatt Regency, Capitol Hill. Much of the meeting will focus on the topics discussed at this meeting. Jason Heiserman noted that there will be a dinner on Thursday for council members who attend the dedication festivities or arrive early. Susan deMuth added that Mike Fenzel, one of the award recipients, is good friends with Governor Wes Moore who plans to attend the dinner.

There will be no student group performances at the dinner, but a Peabody Jazz group will play during cocktails and part of dinner.

ALUMNI RELATIONS UPDATE

Associate Vice President Susan deMuth stated goal setting is underway for the campaign and will be for both alumni relations and annual giving. Not just dollars and gifts, but also number of donors will be measured. Our current annual giving rate for all alumni is 9%, while undergraduate giving is 29%.

NEW BUSINESS

Mary Ann invited everyone to read about Bill Kirst's book, [Everward: One Man's Journey Through Declaration, Discovery & Discernment](#), available on Amazon.

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 | Attended |
| 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 | Absent |
| Nick | Hu | Div Rep Engineering | Attended |

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| Robert | Hitz | Div Rep Peabody | Attended |
| Jane | Ball | Div Rep Nursing | Attended |
| Rosanna | Corbin | Div Rep A&S | Attended |
| 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 | Absent |
| Natalie | Draisin | Alumni Experience, Co-Chair | Absent |
| Lou | Bartolo | Building Diverse Leadership, Co-Chair | Absent |
| Joe | Yoon | Building Diverse Leadership, Co-Chair | Attended |
| Neil | Patel | Engaging Future Alumni, Co-Chair | Absent |
| Mike | Pryzby | Engaging Future Alumni, Co-Chair | Attended |
| Mary | Pei | Engaging Future Alumni, Student Co-Chair | Absent |
| Rhonda | Richetta | Operations, Co-Chair | Attended |
| Michael | Waters | Operation, Co-Chair | Attended |
| Phuong | Tran | Org Rep PRIDE | Attended |
| Lalita | Hamilton | Org Rep SOBA | Attended |
| Brandon | Ball | Org Rep SOBA | Attended |
| Guillermo | Ortiz | Org Rep HOLA | Absent |
| Christian | Echevarria | Org Rep HOLA | Attended |

**THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION
EXECUTIVE COMMITTEE MEETING
SEPTEMBER 12, 2023
Noon ET**

Location: Virtual

Zoom information

Join Zoom Meeting

<https://jh.zoom.us/j/94762013669?pwd=RkF1a3VMbk1YZm9JVmhzWHZlL1dSdz09>

Meeting ID: 947 6201 3669

Passcode: 673561

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 Anderson, SOBA reps., ex-officio; Guillermo Ortiz and Francesco, HOLA reps. ex-officio

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

Staff Members: Susan deMuth, Assoc. VP, OAR, Executive Director, JHAA; Marguerite Jones, OAR; Patricia Conklin, OAR; Elena Thompson, OAR; Gwen Harley, OAR; Jason Heiserman, OAR; Lauren Goldberg, OAR; Jennifer Fisher,

OAR; Joe Letourneau, OAR; Krystle Ongaco, OAR; Ember Harnett, OAR; Joy Caples, OAR; Casey Miller, OAR; Britney Farrare, OAR; Andy Kotch, OAR; Janine Tucker, OAR; Khudai Tanveer, DEI Specialist; Jen Yeager and Gen Chawluk, Krieger School of Arts & Sciences; Sean Bland and Lindsay Askew, School of Education; Kasia Batorski, School of Advanced International Studies; Erika Juengst and Leslie Proctor, Bloomberg School of Public Health; Zanieca Scott, Peabody Institute; Jamie Seward and Robin Ingram, School of Medicine; Kim Dolan and Marissa Sheingate, School of Engineering; Jack Yiankos, School of Nursing; Jennifer Benson and Philip Bakerman, Carey Business School

Facilitator: Mary Ann Dickson

Meeting Start Time: 12:00 pm (ET)

Meeting End Time: 1:00 pm (ET)

Meeting Agenda:

1. Welcome and update: Mary Ann Dickson, A&S '97
 - a. Board of Trustees Update
2. Approval of the June 13 meeting minutes: Claudia DeCarlo, Bus '15
 - i. Briefing out to committees re EXCOM meeting minutes; training committee chairs to do so
3. Income/Expense report – Susan deMuth, OAR/ Brian Fruchey, Bus '10, Treasurer
4. Operations Committee report on benchmarking: Mike Waters, Engr '06, Rhonda Richetta, Ed '06
5. Other Committee announcements
6. Annual Meeting Update – Jason Heiserman and Marguerite Jones, OAR
7. Alumni Relations and Annual Giving Update: Susan deMuth

Next Executive Committee Meetings:

October 20-21, 2023 – Alumni Recognition Dinner and Annual Meeting