

THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION

ALUMNI COUNCIL EXECUTIVE COMMITTEE MEETING

January 12, 2021

ATTACHMENTS AT END OF DOCUMENT INCLUDE: LIST OF INVITEES, ATTENDEES, AGENDA, BUDGET, AND GALLUP SURVEY SLIDES

TUESDAY, JANUARY 12, 2021

ZOOM MEETING

Facilitator: Anika Penn

Time Meeting Start: 5:00p.m. (ET)

Meeting End Time: 6:30 p.m. (ET)

MEETING MINUTES

WELCOME AND UPDATES

President Anika Penn welcomed everyone and reported on the December Board of Trustees meeting, which included a luncheon with students from the multicultural leadership group. Anika participated in the student luncheon and small group conversations, asking students what they would like to see from the Alumni Association. While the virtual meetings allow many to participate, the in-person student luncheon tradition is a positive experience and will be continued under the leadership of Janice Bonsu and Braphus Kaalund. The Board focused on all aspects of diversity including the Roadmap on Diversity, which has seven committees. Anika and Farouk Dey, Vice Provost for Integrative Learning and Life Design, are co-chairs of one of the committees. Anika participated in a presentation to the Board on the committee's progress. The goal is to have a set of recommendations and outcomes by March.

Hopkins History Announcement/Naming Committee

Anika referred to the announcement about Johns Hopkins' slave owning past and the related research provided by a professor. More information can be found here: <https://president.jhu.edu/meet-president-daniels/speeches-articles-and-media/reexamining-the-history-of-our-founder/>

There is a naming committee tasked with looking at the names of all buildings and named spaces and their history and whether they should be renamed. The committee is finding out how other schools are addressing this issue. Under consideration is renaming of the Woodrow Wilson award the Distinguished Government Service award. We are waiting for feedback and the university to finish the process.

New strategies for Executive Committee Meetings

Beginning with the next Executive Committee meeting, we want to implement some changes. We want to have a thematic focus to the meeting and will explore and take suggestions for themes. We would like to develop a list of guest speakers, especially for the fall meeting, who would address new initiatives or new hires. We would like to include divisional reports and to alternate committee reports and divisional reports from one meeting to the next. It was suggested to: have the divisions report on diversity; have an update on the One University theme; and consider the Common Question topic again.

The divisions will report at the March meeting and committees will report at the May meeting.

Susan deMuth reported that an email would go out tomorrow to the Council reminding them to use OneHop and to put their suggestions in OneHop going forward.

APPROVAL OF MINUTES

The Secretary asked for and received approval of the minutes of the November 17 meeting.

There was an inquiry about how many Alumni Council members have given to the University since the last meeting, when 30% of the members had given. Because end of year numbers lag in being reported in the database, there will be an update in March. The goal is 100% Council giving.

Anika reported that the Steering Committee is still reviewing the strategic plan task force findings and will have a plan by the March meeting. She congratulated Bill Kirst and Bryan McMillan for their great work.

COMMITTEE REPORTS

Awards & Nominations

Co-chair Brian Fruchey reported that the first virtual awards celebration will highlight the 2020 awardees on January 28. He noted that 82 nominations have been received for the 2021 awards cycle, and the committee will be working hard in the coming weeks to review and recommend the next group of awardees.

Susan asked members to watch the awards video and provide honest feedback.

Communications & Digital Engagement

Co-chair Claudia DeCarlo reported that the Committee has met three times and developed a list of five proposed objectives with three for delivery this year. The objectives were considered using three different perspectives: can the committee provide value, is it feasible to get done in the timeframe, and what is the general interest and passion. The three proposed objectives are:

1. Communicate with and engage members of the JHAC to register on One Hop with a goal of 100% participation on OneHop by October 1,
2. Identify digital communication channels available for use and prepare a summary reference chart for presentation ahead of the annual meeting,

3. Identify and establish communication channels with local alumni chapter leaders to drive engagement with and provide input to the JHAC

Their Backlog Objectives, to address as time allows or for 2022 include:

1. Support the overall effort for onboarding of new Council members through digital communication and resources,
2. Audit of digital communication channels to include name, who owns it, audience reached, purpose, the approval process for posting using, suggested/recommended types of content.

Open Question

How can this committee best support the Executive Committee efforts to improve Alumni Council member onboarding?

Immediate Past President Allyson Handley reminded the Committee that the Gallup survey, conducted a few years ago, showed alumni preferences for communications. Those slides are included at the end of this document.

Student & Alumni Engagement

Co-chair Janice Bonsu reported that the Committee met in November to review and finalize the caRING application. The application was finalized with the goal being to select nine students (one from each division) who will receive rings. Those names will be announced in March. Plans are to forgo the in-person spring ring ceremony, but to encourage students to post about the ring program on social media. During a recent SAEC meeting, Casey Miller of Hopkins Connect shared information about connecting with students. There was a presentation about OneHop and how the committee could use OneHop. The Committee is looking into mini SAC (Student and Alumni Connections) lunches in addition to the one at Leadership Weekend. They hope to recruit multicultural or specific student groups. The next meeting will be in February.

Student Grants

Staff member Rachel Doliner reported that the co-staff liaison, William Archer, had taken a new position at a tech company. His position will be posted soon.

The grants committee received a large number of high quality grants this year. In November, the Committee decided to fund 83 of the 96 grant applications. 100% of the funds were distributed among the 83 with varying amounts. The Committee is currently reviewing the application and judging rubric, and ensuring that the application process is easy.

BUDGET REPORT

Treasurer Seth McDonnell shared the November 30 budget, noting that little has changed in terms of budgeted amounts. He shared the slides that had been distributed in advance and mentioned that there will be some adjustments on the expense side, since more funds are being spent on online programming. We are half way through the year and on track to make the budgeted amounts. A column has been added to show comparison with the same time of the previous year. Seth also introduced a new way to visualize the data with a bar chart, which was met with approval and a request to vary the colors.

There was a question about why the revenues were lower from 2019 to 2020, and the answer was due to COVID, which has affected general annual giving.

ALUMNI RELATIONS UPDATE

Susan congratulated the staff for their great work launching the alumni engagement strategic plan (AESP). The AESP steering committee includes Jason Heiserman, Susan deMuth, Camden Morse, Erika Juengst, Jen Yeager, Sharon Trivino, and Katie Damaroda. Priority 3, which focuses on volunteer opportunities and the path for alumni leaders, is especially relevant for the Council. Implementing a university-wide strategic plan has been challenging and new to Hopkins.

Susan announced that she will begin overseeing the annual giving office. She is now Associate Vice President of Alumni Engagement and Annual Giving, and Executive Director of the JHAA. She will continue to work with the Council, Executive Committee and the Steering Committee. The goal is to create a foundation and a broad structure for alumni engagement as we move into next campaign. Given the many intersections between the Offices of Alumni Relations and Annual Giving, she hopes to improve partnerships and collaboration.

NEW BUSINESS

No other new business was brought up, so the President adjourned the meeting at 6:05 pm.

Alumni Awards Video Celebration

January 28, 2021, 7:30 – 8:30 p.m.

Next Executive Committee Meetings:

March 9, 2021, 5-6:30 p.m.

May 11, 2021, 5-6:30 p.m.

September 14, 2021, 5-6:30 p.m.

Leadership Weekend – October 1-2, 2021

Invitees:

Executive Committee			
First Name	Last Name	Title	Attendance
Anika	Penn	President	Attended
Mary Ann	Dickson	First Vice President	Attended
Sonia	Sarkar	Second Vice President	Attended
Seth	McDonnell	Treasurer	Attended

Judy	Keen	Secretary	Attended
Allyson	Handley	Past President, Ex-officio	Attended
Mervat	Mina	Div Rep Business	Attended
Robert	Hitz	Div Rep Peabody	Attended
John	DeMaggio	Div Rep Engineering	Attended
Susan	Kulik	Div Rep Nursing	Absent
David	Einolf	Div Rep A&S	Attended
Shelby	Kemper	Div Rep Public Health	Attended
Shelby	Wilkes	Div Rep Medicine	Attended
Daniela	Kaisth	Div Rep SAIS	Attended
Tony	Spann	Div Rep Education	Attended
Claudia	DeCarlo	Communications & Digital Engagement Co-chair	Attended
Mike	Waters	Communications & Digital Engagement Co-chair	Attended
Brian	Fruchey	Awards & Nominations, Co-Chair	Attended
Ralph	Hruban	Awards & Nominations, Co-Chair	Attended
Braphus	Kaalund	Student & Alumni Engagement ,Co-Chair	Attended
Mary	Simonsen	Student & Alumni Engagement, Co-Chair	Attended
Janice	Bonsu	Student & Alumni Engagement, Co-Chair	Attended
Reggie	Bannerman	Student Grants, Co-Chair	Attended
Mike	Pryzby	Student Grants, Co-Chair	Attended
Phuong	Tran	Org Rep PRIDE	Attended
Lalita	Hamilton	Org Rep SOBA	Absent

Staff Members: Susan deMuth, Asst. VP, OAR, Executive Director, JHAA; Marguerite Jones, OAR; Patricia Conklin, OAR; Elena Thompson, OAR; Gwen Harley, OAR; Jason Heiserman, OAR; Rachel Doliner, OAR; Jamie Seward, OAR; Jenn Fisher, OAR; Leah Murphy, OAR; Jen Yeager and Jaimie Ermak, Krieger School of Arts & Sciences; Debbie Kennison and Ember Schaeffer, School of Education; Christina Alexander, School of Advanced International Studies; Erika Juengst, Leslie Proctor and Elizabeth Rigsbee, Bloomberg School of Public Health; Michael Carlton and Conor Reynolds, Peabody Institute; Robin Ingram and Trudee Wooden, School of Medicine; Kim Dolan and Lee Gerstein, Whiting School of Engineering; Sharon Trivino, Jennifer Benson, Jasmine Gillus and Philip Bakerman, Carey Business School; Katie Damaroda, School of Nursing; Casey Miller, Hopkins Connect

Facilitator: Anika Penn

Meeting Start Time: 5:00 pm (ET)

Meeting End Time: 6:30 pm (ET)

Meeting Agenda:

1. Welcome and Update:
Anika Penn, SAIS '10, Mary Ann Dickson, A&S '97
 - a. Board of Trustee Update
 - i. Student luncheon
 - ii. Alumni Task Force
 - iii. Hopkins History Announcement/Naming Committee
 - b. Including new strategy for Executive Mtgs (starting with the next Executive Committee meeting):
 - i. Themes
 - ii. University Speakers
 - iii. Divisional Reports

2. Approval of the Nov. 17 meeting minutes:
Judy Keen, A&S '98, BSPH '02, Med '04

3. Committee Reports
 - a. Awards & Nominations:
Ralph Hruban, Med '85 and Brian Fruchey, Bus '10

 - b. Communications and Digital Engagement:
Claudia DeCarlo, Bus '15 and Mike Waters, Engr '06

 - c. Student & Alumni Engagement:
Janice Bonsu, A&S '15, Braphus Kaalund, Peab '02, and Mary Simonsen, Ed

 - d. Student Grants:
Reggie Bannerman, Nurs '97, '02 and Mike Pryzby, Engr '09

4. Budget report:
Seth McDonnell, Bus '07, and Susan deMuth
 - a. Suggested changes

7. Alumni Relations Update: Susan deMuth

2020 Awards Video Premiere – January 28, 2021 – 7:30 - 8:30 pm ET
Register here: <https://events.jhu.edu/form/jhaa-award-ceremony->

Next Executive Committee Meetings:

March 9, 2021 – 5:00 – 6:30 pm ET

May 11, 2021 – 5:00 – 6:30 pm ET


GALLUP SURVEY SLIDES ON COMMUNICATIONS

JOHNS HOPKINS ALUMNI ASSOCIATION

Outreach

HOME ALUMNI ENGAGEMENT/AFFINITY BRAND OUTREACH PROGRAMS GIVE NOW WRAP-UP/STRATEGY

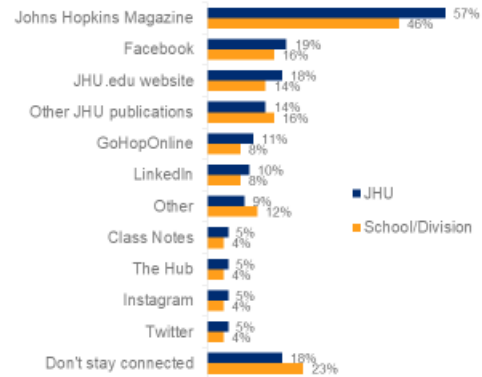
- Most alumni stay connected or informed about JHU (57%) and their school/division (46%) through “**Johns Hopkins Magazine.**”
 - It is regularly read by two-thirds (67%) of alumni
 - Small variations by school/division
- Most alumni prefer email for news and updates of both JHU (83%) and for alumni information (86%).
 - “Johns Hopkins Magazine” is a secondary source
 - Print publications are preferred by older alumni
- Most (73%) alumni receive “**just the right number**” of communications – one in 10 (11%) say they get too many.
 - 21% of alumni say they receive no (8%) or too few (13%) communications from their school
- Communications from school leadership, faculty or JHU president are most likely to be opened (about 50% each).



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- In addition to "Johns Hopkins Magazine" alumni may also use other communications to stay connected.
 - Facebook, JHU.edu website and other JHU publications are each used by one of every five to seven alumni (14%-19%)
 - About one in 10 use GoHopOnline and LinkedIn
 - No other source is used by more than 5% of alumni
- A few exceptions exist by school/division.
 - SAIS alumni are higher on Facebook, LinkedIn
 - Bloomberg alumni are higher on other JHU publications
 - School of Medicine alums are higher on Class Notes and other JHU publications
 - Carey Business School alums higher on LinkedIn
 - School of Education least likely to keep connected

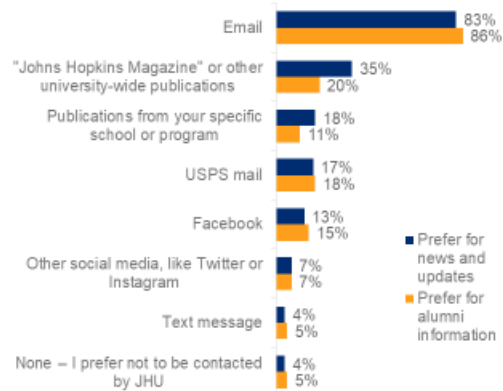
How Stay Connected or Informed About JHU and School/Division (Three responses allowed) All alumni (n=12,076)



*Responses shown for channels receiving at least 4% overall

- Most alumni **prefer email** for news and updates of both JHU (83%) and for alumni information (86%).
 - "Johns Hopkins Magazine"/other JHU publications is a secondary source for JHU information.
 - School/program publications and USPS mail are preferred by one in six.
- Email is top preference across alumni years, but a majority of **older alumni** (pre-1980) also have a preference for "Johns Hopkins Magazine"/other JHU publications.
 - Print publications are more preferred by older alumni, including mail.
 - While Facebook is the most used social media – fewer than one in six alumni prefer it to keep up with JHU.

Preferred Way to Receive JHU News and Updates and Alumni Information (Three responses allowed) All alumni (n=12,181)



Likely to Open Communications From Source by School/Division % Very/Somewhat Likely

	All Alumni (n=12,141)	SAIS – D.C. (n=1,153)	SAIS Europe (n=170)	Whiting School of Engineering (n=1,561)	Bloomberg School of Public Health (n=1,794)	School of Nursing (n=631)	School of Medicine (n=532)	School of Education (n=913)	Krieger School of Arts and Sciences (n=3,813)	Carey Business School (n=492)	SPSBE (n=639)
School/Program Leadership	48%	53%	52%	44%	58%	57%	52%	51%	43%	52%	51%
University Faculty	50%	42%	56%	52%	50%	45%	52%	45%	53%	53%	54%
University's President	48%	40%	52%	50%	44%	40%	42%	46%	51%	58%	60%
Alumni association/Alumni president	44%	43%	59%	45%	40%	43%	41%	44%	45%	58%	55%

Note: Shading indicates source most likely to be opened