

THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION

ALUMNI COUNCIL MEETING

October 7-8, 2022

Location: Homewood Campus and Carey Business School, Baltimore, Maryland

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

FRIDAY, OCTOBER 7, 2022

NEW MEMBERS LUNCHEON AND ORIENTATION

Ten of the eleven new members and their mentors met for lunch and a discussion about the mission, structure and goals of the Alumni Council led by Operations Committee chairs Mike Waters and Claudia DeCarlo.

Facilitator: Anika Penn

Time Meeting Start: 2:00p.m. (ET)

Meeting End Time: 4:00p.m. (ET)

MEETING MINUTES

WELCOME AND INTRODUCTIONS OF NEW MEMBERS

Alumni Council President Anika Penn welcomed everyone to the meeting.

She introduced the new members noting they would introduce themselves on Saturday morning.

The President next introduced the ex-officio members of the Council who represent PRIDE (Phuong Tran) and SOBA (Lalita Hamilton) and HOLA (Guillermo Ortiz).

She then provided brief introductions of the Steering Committee, the Executive Committee, and the Alumni Divisional Representatives. She thanked the Committee Chairs for their work over the last year, as well as their committees. She introduced the Office of Alumni Relations staff and the Divisional Representative colleagues.

UPDATE ON JAMES WEBB TELESCOPE

She introduced William Blair, astrophysicist and research professor in the department of Physics and Astronomy. His PowerPoint presentation is attached to the end of this document.

NETWORKING EVENT WITH STUDENTS

After the group moved to the new Imagine Center, there was an update by Farouk Dey, Vice Provost of Integrative Learning and Life Design, following by a networking event with students.

VI. ALUMNI COUNCIL COCKTAILS AND DINNER

Approximately 170 Alumni Council members, awardees, staff, and guests attended the fourth Alumni Recognition/Celebration dinner (following a two-year hiatus), which was held at B&O Railroad Museum. The dinner program featured the recognition of Council members who were completing terms on the Council or stepping down from their role as chairs, 25 award recipients from the six categories of Alumni Association Awards, musical performances by two student groups, and an update on the Student Grants program.

SATURDAY, OCTOBER 8, 2022

Facilitator: Anika Penn

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

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

BUSINESS AND EXECUTIVE COMMITTEE MEETING

I. CALL TO ORDER

Alumni Council President Anika Penn welcomed everyone and thanked the staff for a wonderful awards dinner, and complimented the student performances. She noted last night was an important night for recognizing unique talent and a great tradition. She acknowledged all the special guests and recognized the unique talent of the Johns Hopkins students and the amazing accomplishments of our alumni -- a tradition we are excited to share again in person. She also thanked the Alumni Council for taking part in the networking session at the new Imagine Center.

Anika acknowledged the gifts everyone received from the Office of Alumni Relations including the special stamps of the James Web Telescope. Anika announced another surprise is coming from the Alumni Office via an email. Every member of the Council will be able to choose an apparel item to wear at alumni events. Online attendees will receive their gifts after the weekend.

Today's meeting is in another Johns Hopkins beautiful space -- The Carey Business School with an amazing view of Baltimore. A special thanks goes out to Dean Triantis for having us here today. Dean Alex Triantis became the third Dean of Johns Hopkins Carey Business School in 2019. During his tenure as Carey's Dean, the school has revised and launched several programmatic initiatives, including its full-time MBA with emphasis in the fields of health, technology, innovation, leadership and business analytics. Also included are new programs for working professionals and the Women and Leadership Academy. Prior to joining the Carey Business School, Dean Triantis served as the Dean of the Robert H. Smith School of Business at the University of Maryland. The Council welcomed the Dean.

II. WELCOME BY ALEX TRIANTIS, DEAN CAREY BUSINESS SCHOOL

Dean Triantis greeted the Council and congratulated Anika Penn for receiving the Heritage award. He also thanked Mary Ann Dickson and Judy Keen for their leadership. Dean Triantis spoke about the history of the Legg Mason Building and how Baltimore looks very different from 20 years ago. The Carey Business School took over the 2nd floor of the Legg Mason building, and later took over the 5th and 6th floors. The Carey Business School took possession of 24th floor about five years ago, and it currently is used for events like the one today. Dean Triantis noted, for a business school, this is an incredible area. He mentioned 555 Pennsylvania Avenue, another extraordinary Hopkins building, where Carey will have a presence.

II. WELCOME AND INTRODUCTIONS

Anika invited the new Council members to introduce themselves and share their school, class year, where they were from and a few career highlights.

Lola Adeyemi, Bloomberg School Of Public Health

Hiroshi Baensch, Whiting School of Engineering

Jane Ball, School Of Nursing and Bloomberg School of Public Health

Susan Borgos, Krieger School of Arts And Sciences

Brenda Davis, School of Education

Robert Garnet, Krieger School of Arts And Sciences, and former Council member

Julie Ho, Krieger School of Arts And Sciences

Iris Lugo, Carey Business School

Michael Perkinson, School of Advanced International Studies (unable to attend)

Ciro Randazzo, Krieger School of Arts And Sciences

Victoria Richard, Carey Business School

Anika welcomed them to the Council. She expressed her delight in meeting in person after two years, to be able to get to know each other, and to make meaningful connections.

III. TRUSTEES UPDATE

First Vice President Mary Ann Dickson and incoming first Vice President Judy Keen, who both sit on the University Board of Trustees, provided highlights of University news as follows:

- Johns Hopkins ties for #7 in US News & World Report with University of Penn; last year Johns Hopkins was ranked #9. The entering class deemed to be most selective in the country by US News & World Report. 38.9% of incoming class is considered part of Underrepresented Minorities.
- Winston Tabb retired as Dean of Sheraton Libraries Archives and Museums
- Hopkins APL managed the full mission of the DART (Double Asteroid Redirect Mission). For those interested, a video of the mission will be posted on OneHop. There was also a Hopkins at Home talk focusing on this mission.
- The two year pause on implementation of Johns Hopkins Police Department ended in June 2022. The initial draft of MOU of JHPD was posted online for community feedback.

The University hosted three public town halls to solicit feedback, two in-person and one virtual. Unfortunately, protestors had an impact on all three meetings and all meetings had to pivot to virtual. Feedback can be provided on JHU's public safety website. There will be a full-council Zoom with Vice President Bard on this topic in the near future.

- The Board of Trustees voted to approve renaming of three buildings to focus on historically marginalized groups. On September 24th, the first of these naming dedication ceremonies was held for Scott Tower of Scott-Bates Commons (former Charles Commons), named for Frederick Scott (Engineering class of 1950), the first black student to earn a bachelor's degree from Hopkins, and Ernest Bates (KSAS class of 1958), the first black student at KSAS. The Bates Tower will be dedicated later this year.

IV. BUDGET REVIEW

Susan deMuth reported that the Executive Committee previously approved the profit/loss statement and the Alumni Council must ratify it. Following a motion, it was approved. She noted the following:

- FY23 anticipates a profit of \$1,900.
- There are some expenses that cannot be changed by the Council or staff, i.e. Johns Hopkins Magazine and KnowledgeNet.
- Expected revenue is ~\$706,000, and expected expenses are ~\$704,000.
- One third of every alum's contribution to the JHAA goes back to the school that the alum represents.
- License plates are not going away, but they don't bring in much revenue.
- Nationwide is no longer offering insurance programs with universities. The Nationwide endorsement has historically been a large part of the JHAA budget.
- Why do we raise money? In 2012, the dues program was evaluated and eliminated. 5,000 alumni were dues members at that time, making them members of the JHAA. If you didn't pay dues, you weren't a member. Now, if you get a degree from JHU, you are a member of the JHAA.
- An email will be sent to all Council members with detailed instructions on how to donate to the JHAA.
- The Cerulean Society originated in 2012, when we changed from a dues- to a fund-raising model. To accommodate the \$1,000 lifetime dues-paying members, an endowed fund was created and called the Cerulean Society, with a 4% annual payout. This fund provides an annual income of approximately \$106,000.
- The profit/loss statement that the Alumni Council reviews represents about one fourth of the entire Office of Alumni Relations budget. There is an additional overall alumni budget and an operations spending plan that we can use for additional funding as needed.

V. SECRETARY'S REPORT

- Secretary Judy Keen received approval of the September meeting minutes.
- She mentioned that the Alumni Council bylaws are posted online and on OneHop for reference.
- The Council received the bylaws in advance and made no requests to review any items.

VI. DISCUSSION OF HOPKINS POSSIBLE

Alumni Relations Director Jason Heiserman and Communications Director Brian Shields introduced a pride campaign, Hopkins Possible, which has migrated to a full-fledged engagement campaign.

The University has not yet approved the final language, but hopes to launch in January 2023.

No one should hashtag or speak about it publicly yet.

Working with University Communications and the marketing firm, Mission Media, the University plans to develop something that feels authentic and relatable and reflects alumni experiences and addresses this question: What makes a Hopkins person a Hopkins person and how do we pull out a common thread?

Our 150th will occur in 2026; we ended our last campaign in 2018; our brand equity is higher than ever -- these are the reasons why it is a great time to express our pride as a Hopkins community.

There has been an environmental scan of our peers, a survey of our council and high-level volunteers, and focus conversations with 19 persons – from 1960s to present, across the divisions -- sharing their stories, to help us form the language and the graphics. Then we did a self-guided research study to review the designs we created to guide us more, and challenge us to make it a deeper campaign.

We focused on those who were engaged, but not the most engaged.

What we learned from our focus groups and feedback about alumni perceptions:

- They felt that first communications were about fundraising. Alumni do not want that to be an ask for dollars. Should be some other way to engage them.
- They SURVIVED THEIR EDUCATION – shared cynicism – they survived – that's their school spirit.
- They do not feel they get recognized for their volunteerism – only for their giving.
- Their sense of pride grows once they are in the world and they realize what JHU made POSSIBLE for them.
- Alumni want to feel connected – that's what changed the campaign from a social campaign to something deeper – don't you want me to do something more? They were setting the

bar too low. We want to make it genuine – no need to make it commercial. Has to come from you and be genuine to succeed.

The three cornerstones of the Points of Pride are:

1. Connect
2. Celebrate
3. Collaborate

How does the Council see themselves getting involved?

1. Connect – join OneHop, attend events
2. Celebrate – share stories, partnerships with other alumni, tell your story
3. Collaborate – Made by Hopkins, volunteer in a chapter, mentorship

How do we help alumni to engage and make it more intuitive?

HOPKINS POSSIBLE -How do we make sure it reads that this is possible, not questioning that it is possible? We recognize that it feels like “maybe.”

Examples of Hopkins Possible – DART, COVID Tracker, JWST.

Positioning language underpins and guides us to generate copy and content that supports the mission.

An example was shown of Paid Digital Assets for organic marketing, reminding alumni that we want to hear all stories – especially those for “regular” “slice of life” stories.

Staff hope to move email communications away from the university voice to more personal communications.

Key Performance Indicators are challenging because it’s about engagement and through social media, but we could track how many stories are shared (Hashtag tracking), registrations for OneHop Mentoring and Alumni, landing page views for the HopkinsPossible, click throughs on stories on the alumni site, and story submissions. Engagement radiates out from alumni to students, friends, and parents.

We are at the end phases of development with final reviews by university leaders and feedback from the Alumni Council. Launch is planned for January 2023.

VII. ALUMNI COUNCIL BENCHMARKING UPDATE

Anika next introduced Erin Yun, director of volunteer engagement. A Krieger alum, she has worked at Hopkins for 12 years, first in student affairs.

Erin Yun and Susan deMuth began a discussion four months ago about a benchmarking project to better understand:

1. What is your experience like on the Council? How can we give you the most engaging experience?
2. What is your experience outside of the Council and how we can incorporate that into your volunteer efforts on the Council?

We are looking to schools that will be helpful to the process and have these attributes:

- Research 1 (similar to Johns Hopkins)
- Schools that have a med school
- Academically rigorous
- Large grad population
- Need-blind undergrad admissions
- Schools doing great things (and may not necessarily be doing all of the things above)

The schools being interviewed include:

1. Harvard
2. Northwestern
3. Penn
4. Emory
5. NYU
6. Chicago
7. Princeton
8. Cornell
9. Stanford
10. Duke
11. Howard
12. MIT
13. George Washington
14. Washington University in St. Louis

They have shared their documents, best practices, etc.

Areas of focus for discussion include:

- Identification of pipeline building and recruitment (enthusiasm, goals, experience)
- Onboarding – how do you set up new members for success, providing a sense of belonging and connection
- Goals and Priorities – how are they established/aligned with Alumni Relations and the university
- Engagement – Current member and student engagement – how do you engage current members with current students – how do we set up those opportunities?
- Engagement – current students in Alumni Council
- Philanthropy – do you require it? How much?

- Former member engagement – how do we continue to engage this group?

The project is in the nascent stage with completion of first-round interviews. We are creating a list of follow up conversations and plan to include the Steering Committee.

The Alumni Council will receive a survey this winter to help guide our next steps and in Spring 2023 we will share key themes, findings and next steps.

So far, we find that no institution is doing all things well; the Hopkins puzzle will not be the same as others; we need to figure out what is right for us.

Questions/Comments:

This is an opportunity for us to get better, leverage best practices to strengthen our Council and our association. Issues that we face are similar to those of other schools. Princeton has asked to have our steering committees meet in person to learn from each other.

Some universities continue to engage alumni that offboard to other groups other groups, but no one size fits all.

Other institutions have asked to receive these findings.

Are we thinking of an overhaul or top to bottom change?

This is about providing members of the Alumni Council with the experiences they want and expect maintaining enthusiasm and interest. We have never done this before and want to make this a thoughtful journey.

Most schools are doing gradual tweaks to improve their structure. This will be our puzzle and not anyone else's.

VIII. COMMITTEE BREAKOUTS

Anika introduced the chairs of the four committees. Each committee was asked to meet for 90 minutes.

Alumni Experience

Chairs: Bill Kirst and Natalie Draisin

Council Members in Attendance: Benjamin Tang, Nick Hu, Phong Tran, Bettina Gensollen, Kristi Kwon, Victoria Richard, Natasha Yamaoka, Craig England

Staff: Leah Murphy, Erin Jakowski, Dan Schumacher, Jason Heiserman, Jamie Seward, Debbie Kenison

What are your reactions to Hopkins Possible?

How do you see the council getting on board and getting involved virtually, physically and hybrid?

- Focus on storytelling; Alumni are doing amazing work all over the world
- When you bring Hopkins people together we feel the kinetic energy of changing the world
 - Alumni Award Winner Speaker Series
 - Alumni moderate webinar or talk with Alumni Award winners (tell me the story that led to the award)
 - Engage members to fly or travel together for a milestone event and make a commitment to capture the experience in a blog or written article
 - Alumni turned Faculty Series
 - Alumni Author Series / Veterans Work
 - Alumni Community Series
 - How have your Hopkins friends become your family? What does your community look like? How do we leverage those connections?
 - Acknowledge the difference between Undergraduate and Graduate alumni community needs and goals
 - “Failing Forward” Alumni Series
 - Alumni-hosted podcast or webinar in conversations with fellow alum about “failing forward” - Tell me about how you failed? Tell me your biggest failures and how they opened a door? What were your “forks in the road?” Small wins?
 - Theme for content: Real World Experiences, Ingenuity, Vulnerability, Resilience
 - Lessons to be learned and lauded for what they achieved
 - There is no “right way” – excellence in the everyday
 - Enlist students to moderate
- Hopkins Possible alumni landing page on the website - How can we use the website to engage in new ways – not always through the lens of admissions?
- Important to include the idea of Hopkins Possible in the total student experience right away with natural partners in career development, mentorship and connecting with alumni. Hopkins Possible has natural intersections across the university with Communications and Student Life.
- Develop and promote lifelong learning content targeting alumni in a variety of life stages
- Can Hopkins Possible include the small wins; Hopkins Possible is not always a problem that needs to be solved – but a call for action and collaborators

- Take Speaker Series on the road and include “off the beaten path” cities and areas

How can the Alumni Council support and contribute to the planning for the 150th celebration?

- Gather Alumni Stories that reflect inclusivity through video clips
- Fully immersive VR experience + physical space on campus; a walk-through experience
- Alumni hosted dinners across the country; record and document those gatherings
- 150 Peabody Alumni concerts in intimate and large spaces
- Call for actions and gatherings tied to a marketing campaign is key

Ongoing Goals / Action Items for the Committee

- Building the central infrastructure of lifelong learning for clarity of initiatives (Hopkins at Home, Odyssey, Alumni Book Club) that alumni can easily identify and associate as benefits
 - Approval / Consistency of a Lifelong Learning logo
- App for ONEHOP – could be a lower energy access point to interacting with the Hopkins community
- Siloed schools are a challenge. Students do not have the opportunity to meet students in other programs. Could we create a graduate networking night for students across programs?

Request for report / follow up on Spring 2022 Alumni Council Action Items

Engaging Future Alumni

Introductions of Co-Chairs and Special Guest

- Introduction of newest member of OAR team – Janine Tucker, former Women’s LAX Head Coach

Introduction of Sub-Committees

- Student Grants -\$62k and we expect approximately 120-150 grant applications this year
 - Always looking for more help to review grants-targeting 30 people to sign up
 - Robert was soliciting Council Members during the weekend to be volunteers
 - Nearly 30 had committed. Will be happy to get at least 20.
 - Student Networking and Student Alumni Engagement
 - Would like to have committee members and broader Council engagement in activities

- Late September early October proposal submission
 - Apply for up to \$1,500 and can apply for more than one grant
 - Each application is reviewed twice
 - There is a scoring rubric used to make decisions
 - There is an online platform called Reviewer to manage the process
 - If necessary a third review will happen in case there are a few “ties” between grants
 - Each reviewer receives approximately 15 grants to review
 - A few smaller grant awards are often given depending on how much has been given to awarded student organizations (in the \$250-400 range)
 - Use a multitude of avenues to promote the grant opportunity—Instagram, One Hop, Email, Student Organizations Platform, Student Affairs colleagues
 - Plan to send out another blast after Council Weekend to remind students to apply
 - Initial application pool looks light compared to last year.
- **caRING**
 - Award a class ring to students
 - Award one for each division who would normally not be able to purchase a ring on their own
 - Record number of applications last year
 - Application Process
 - Student application process includes a letter of recommendation
 - Different eligibility for each division
 - There is a rubric used to evaluate
 - Application review begins in February/March
 - Would be helpful to have more application reviewers
 - There is an in-person ring ceremony on the Homewood Campus in April each year
 - **Student/Alumni Engagement**
 - Looking to build out the opportunities to increase student engagement
 - Outreach to our students for a better understanding of what is of value to our students and what they are interested in for engagement
 - Looking to capitalize on Coach Janine’s popularity with the schools and on campus to solicit student feedback

Ideas:

- Students are interested in defined opportunities with refreshments
- Monthly Coffee Meet-Ups (rotate alumni hosts)
- Utilize the new Imagine Center as a place to congregate

- Try to get a standard cadence started (Sunday morning coffees?) so students can plan and preserve that time slot
- Be conscious of rotating campuses/providing transportation for students
- Use social media to promote the opportunities
- Consider engaging employers in some of the activities
- Reconsider how we use language in invitations and outreach/work to convey fun and a more formal activity
- Funding can come from OAR/JHAA
- Collaborate more actively with IL&LD
- Bring students of different divisions together
- Bring graduate and undergraduate students together/possibly around aligned student organizations
 - One example was Carey and Peabody to discuss self-marketing
- Promote and leverage Hopkins Possible when it is approved
- Consider the importance of Diversity, Equity, Inclusion and Belonging (DEIB) in our work with students

150th Celebration

- Panels and celebration of alumni by division/multi-divisional (including students)
- 150 giveaways for 150 years
- Engage and support local businesses and women/POC owned businesses
- Service opportunities – discussion opportunities post service with mixed group of students and alumni
- 150 events for 150 years
- Ask students what they need, want, would like to see
- Can members of this committee each choose a way to engage with current students

Building Diverse Leadership

Attendees:

- Co-chairs: Joseph Yoon and Lou Bartolo
- Council Members: Susan, Stephanie Talton, Jane, Gregory Fortsch, Sarah Abisui, Sonia Sarkar, Fernando Mena-Carassco, Christian Echeveria
- Staffs: Salina Rai (*Minute Taker*), Brian Davis, Khudai Tanveer, Marguerite Jones, Joy Capers, Brian Shield, Philip Bakerman

Objective: Introduction to the Committee and Feedback on Hopkins Possible and 150th Anniversary

Introduction to the committee:

- Cho-chairs, new council members and staffs introduced themselves.
- The co-chairs briefed the new council members on committee's purpose - determining award recipients and vetting new council members, the processes – candidate pool, nominations, school's proportional representation and applications – involved, and other existing committees of the association and their primary roles.
- New members were encouraged to take advantage of the resources available to create more engagement opportunities for themselves and others.
- Peer to peer networking among alums was agreed upon by majority as the best outreach method for council diversification in all dimensions – gender, race/ethnicity, geographical region, academic major/employment sector, etc.

Hopkins Possible

- OAR Staff elaborated on Hopkins Possible objectives and the format of its content.
- The Council recommended merging “Hopkins Possible” and 150th anniversary.
- Council commented that stories and narratives of alumni, highlighting the career change and transition, and how Hopkins gave them the foundation to find their passion, could incentivize philanthropy and build stronger connection with students and current graduates.
- Council also emphasized stories of Council members as Hopkins Possible.
- Council recommended inclusion of testimonials beyond professional and academic excellence and tapping into the real experiences, their nuances and truth, especially when it comes to marginalized groups for whom Hopkins may not have been the pinnacle of their experience.

150th anniversary:

- Council members recommended increasing visibility of lesser known alums; profiles and speeches on lesser known notable alums from areas other than medicine such as folks who have written novels, started non-profits, etc.
- It was suggested that we tap into engaged alumni through OneHop and launch a campaign to engage the ones that have not been engaged.

Overarching Questions:

- What model/template do we have for group formation in different cities across the country (as a way to incentivize engagement)?
- How do committee members serve as Council ambassadors? - providing directions, transparency and clarity on their role and significance in the Council and the projects, and what they entail.

Stephanie Talton – how to engage Hopkins students and alumni in government. She is a government employee in the office of congressional affairs.

It was suggested to have a sub-committee to help nominate people.

We need to communicate club leaders to council members.

Operations

Committee Chairs: Claudia DeCarlo, Bus '15, Michael Waters, Eng '06

Staff: Pat Conklin, Lauren Goldberg, Gwen Harley, Andy Kotch, Erin Yun

Committee Chairs began with the following:

- Review what we did in the last year
- What were the outcomes for the year
- We did write a year end committee report

General Overview

- We are an exciting committee – for the council, by the council...what can we do for ourselves, so we are getting what we need out of this, since it is a big commitment, nice to focus internally on ourselves
- Meet once a month virtually, and then every two months report back to executive committee in regards to goals that we've set.
- Last year, we were asked to focus on three initiatives...
 1. OneHop engagement – how can we get 100% participation from the Council. Can we train the committee on OneHop, so we can advocate and becoming super users, and better support the initiative? It is a great resource for the Council...how can we utilize the tool to best of our ability?
 2. Building Alumni Council traditions in community events. The outcome was the newsletter, a great way to get to know everyone on the Council when you can't always get together. What else can we do for us to enhance our own Council community across each committee – to support other committees? We need to look at results of the survey and make them actionable.
 3. Onboarding/offboarding – what is the process? What is the customer experience of that process? Exit interviews were done with those who left the Council; provided honest feedback.
- Make sure our goals are manageable and able to be executed.
- How do we support our council across all 9 divisions?

- Engagement via OneHop could be main initiative of the committee.

How we do think that the Alumni Council can be ambassadors? How can the general alumni association connect with this campaign?

- Resonated with the language and the intent
- Hosting events in respective regions
- Reach out to regional volunteers
- Story telling element – potential for everyone’s stories to be heard – has the opportunity to make a big impact – big part of puzzle
- Enables alumni and communities to tell a story of how Hopkins was a part of it
- Hopkins does a really good job of telling what it does...but not of who it is. “Hopkins Possible” gives opportunity to focus on the who.
- Impact can be large and small... inclusivity is important
- What can we do this year...could we gather the stories of our own Council? What are you doing that’s related to Hopkins?
- The Council can tell the members’ stories, set the example
- Provide examples of those smaller stories, and feature them...how they are making an impact in their communities. If we feature smaller stories on landing page, etc., it will feel more genuine.
- Can create questions for Hopkins Possible theme for the newsletter
- Council members could connect to their department to get them engaged in this campaign
- Embrace Alumni Weekend – writing down their stories while they are on campus
- Get a company to do video stories while they are on campus, with three or four questions, and then compile

How can the Alumni Council play a major role in 150th celebration? What resources are needed to make this happen?

- Maybe bring back former Council member alumni?
- Past presidents coming back?
- Incorporate 150 celebrations where alums are located – the major cities or secondary cities – what kind of engagement could we do there?
- “Pass the torch” across all Council members and tell your story...150 years and then the next 150 years
- In terms of feeling connected how do you care about someone’s story...in person gives you opportunity to connect
- Have past and present Council members meet well in advance of the 150th to build the energy and to infuse respective communities

Our goals for the year? Timetables? Staff needs?

- Collaborate with Erin in benchmarking work

- Need more tangible items for committee members
- Make sure everyone is a part of the strategic vision of the committee
- Increased communication and transparency through the committee
- How do we keep people engaged or is it just a resume builder?
- Improve on meaningful engagement
- That insider information feeling...but in a place where people know to go
- Perhaps use mail chimp or other vehicle to get metrics for newsletter
- Do we want to expand content of newsletter?
- Zone of genius...less abstract...more relational...how do we translate into an actionable goal?
- Perhaps changing the committee name...something more indicative of what the committee does...
- JHTV – making things like this more visible through the Council...what other JHU information can we bring to the Council?
- Tradition/ritual – video introduction of new Council members

LUNCH AND PHOTOGRAPHY

IX. REPORT BACK FROM BREAKOUT SESSIONS

How can the Alumni Council be an ambassador for Hopkins Possible? How could the general alumni association best connect with the campaign?

Highlight the positive; have alums on OneHop bring in their friends; profiles on lesser known alums; alums in different fields, even non-profit fields.

Chapter content – write up and package to Council

How to incorporate less known or less engaged alumni; important to our networks; small acts of service, big impact, such as teaching. Use smaller stories. inclusivity; the paths we take, not just what's next. Look ahead not back.

Members approved the Hopkins Possible concept.

Minimize the narrative of transactional relations. This is an opportunity to have a diversity focus; people making a difference in all areas, include the lesser known areas. What vs. who is important in storytelling. Talk about failures and false starts; share vulnerability. The Council members can reach their communities. What do you need to make it possible? Remember the who, what, and when. Focus on groups in cities, the chapters. There is lack of knowledge of the chapters.

How can the Alumni Council play a major role in the 150th anniversary celebration? What kinds of programs and events could be created? What resources would be needed?

Merge the 150th and Hopkins Possible.

Concepts of messaging; significance of the university, from foundation to passion. Use success stories of Hopkins Possible; do short videos, mentor peer social media; fine line between pride and arrogance; people shining the light; seminal moment; I remember Hopkins when; diamonds in the rough.

Share awesome alumni experiences, the biggest failures lead to opportunities; community of Hopkins; 150 concerts, 150 dinners for students and alumni around the country; immersive experience like the Van Gogh one or Virtual Reality; Odyssey program – alumni turned faculty series; alumni in atypical careers.

Ask prior Council members for input on the 150th – pass the torch among Council members telling stories.

Get more alumni involved through DEIB– past present and future of Hopkins DEI. Create activities, support other committees.

Committee updates and goals for the year

Alumni Experience

We will shape the committee going forward for the coming year. Share awesome experiences, how biggest failures led to opportunities. Focus on the community of Hopkins.

Engaging Future Alumni

Student grants application system is open – help is needed to review applications in November. The caRING spring applications (had 40 of them last year) and the ceremony will need help. Continue to use the Imagine Center space.

Building Diverse Leadership

We will continue to look at DEIB and engaging more alumni through DEIB activities, and will support other committees.

Operations Committee

We will focus on how we can communicate better; pass the torch among Council members telling stories; and consider changing the name from Operations to Council Engagement or other.

X. SUMMARY SESSION AND TRANSITION OF LEADERSHIP

Anika shared her story of how she became an engaged alumna and messaged that it's our role to bring people into our community. She highlighted what we've accomplished in two years – reduced from seven committees to four; went through a new structure and realigned all over Zoom; and acquired Hopkins at Home and Lifelong learning. We have four strategic areas of focus. If you have ideas, bring them forward, move from committee to committee. There has been a big change in the Council from 2014 when she joined – the make up is much younger and more diverse, reflecting the body it serves. She thanked and acknowledged the steering committee.

Susan thanked Anika for her leadership and service and presented her with gifts.

Anika passed the gavel to Mary Ann.

Mary Ann thanked Anika for her leadership. Mary Ann said she was honored and thankful for this opportunity. Community is the key word. Alumni set the tone for students.

The President adjourned the meeting at approximately 2:40 p.m.

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	Absent
Judy	Keen	Secretary	Attended
Allyson	Handley	Past President, Ex-officio	Absent
Mervat	Mina	Div Rep Business	Attended
Ralph	Hruban	Div Rep Medicine	Attended
Nick	Hu	Div Rep Engineering	Virtual
Robert	Hitz	Div Rep Peabody	Attended
Susan	Kulik	Div Rep Nursing	Absent
David	Einolf	Div Rep A&S	Virtual
Shelby	Kemper	Div Rep Public Health	Absent
Daniela	Kaisth	Div Rep SAIS	Absent
Rhonda	Glover Reese	Div Rep Education	Absent
Brian	Fruchey	Building Diverse Leadership, Co-Chair	Attended
Joe	Yoon	Building Diverse Leadership, Co-Chair	Attended
Neil	Patel	Engaging Future Alumni, Co-Chair	Virtual
Mike	Pryzby	Engaging Future Alumni, Co-Chair	Attended
Mary	Pei	Engaging Future Alumni, Student Co-Chair	Attended
Claudia	DeCarlo	Operations, Co-Chair	Attended
Michael	Waters	Operation, Co-Chair	Attended
Phuong	Tran	Org Rep PRIDE	Attended
Lalita	Hamilton	Org Rep SOBA	Virtual
Brandon	Ball	Org Rep SOBA	Absent

Guillermo	Ortiz	Org Rep HOLA	Absent
Christian	Echevarria	Org Rep HOLA	Virtual

Alumni Council			
Sarah	Abiusi		Attended
Lola	Adeyemi		Attended
F. Branden	Anderson		Absent
Andrew	Arluk		Attended
Brandon	Ball		Absent
Jane	Ball		Attended
Lou	Bartolo		Attended
Hiroshi	Baensch		Attended
Janice	Bonsu		Absent
Susan	Borgos		Attended
Patricia	Brown		Absent
Francesco	Clark		Absent
Rosanna	Corbin		Attended
Anne	Cronin		Virtual
Emily	Dabish		Attended
Brenda	Davis		Attended
Cheree	Davis		Attended
Natalie	Draisin		Virtual
Lisa	Dunkle Scheffler		Absent
Christian	Echevarria		Virtual
Craig	England		Attended
Youssef	Farag		Absent
Gregory	Fortsch		Attended
Bob	Garnet		Attended
Bettina	Gensollen		Absent
Rhonda	Glover Reese		Absent
Heidi	Gordon		Absent
Adam	Halper		Absent
Julie	Ho		Attended
Timothy	Hsieh		Attended
Braphus	Kaalund		Absent
Ajay	Kaisth		Absent
Bill	Kirst		Virtual
Christie	Kwon		Attended
Will	Linder		Attended
Karina	Lipsman		Absent

Iris	Lugo		Attended
William	Matsuzaki		Attended
Madeleine	McCartney		Absent
Seth	McDonnell		Absent
Fernando	Mena-Carrasco		Attended
Mona	Mohamed		Attended
Diane	Orlinsky		Attended
Neil	Patel		Attended
Michael	Perkinson		Absent
Ciro	Randazzo		Attended
Victoria	Richard		Attended
Rhonda	Richetta		Attended
Arthur	Rubin		Absent
Sonia	Sarkar		Attended
Angelique	Sina		Attended
Sita	Sonty		Virtual
Elena	Stokes		Attended
Stephanie	Talton		Attended
Benjamin	Tang		Virtual
Melissa	Wesner		Attended
Natasha	Yamaoka		Attended
Joseph	Yoon		Attended
Staff Members			
Susan	deMuth	OAR	Attended
Jason	Heiserman	OAR	Attended
Marguerite	Jones	OAR	Attended
Patricia	Conklin	OAR	Attended
Elena	Thompson	OAR	Attended
Ember	Harnett	OAR	Attended
Jen	Kafka	OAR	Attended
Gwen	Harley	OAR	Attended
Erin	Jakowski	OAR	Attended
Krystle	Ongaco	OAR	Absent
Casey	Miller	OAR	Attended
Jenn	Fisher	OAR	Absent
Leah	Murphy	OAR	Attended
Divisional Reps			
Joe	Letourneau	SAIS	Absent

Debbie	Kennison	School of Education	Attended
Leslie	Procter	BSPH	Attended
Erika	Juengst	BSPH	Attended
Jack	Yiankos	School of Nursing	Attended
Jamie	Seward	School of Medicine	Attended
Michael	Carlton	Peabody	Absent
Lee	Gerstein	School of Engineering	Attended
Gen	Chawluk	Krieger School of A&S	Attended
Jen	Yeager	Krieger School of A&S	Attended
Jennifer	Benson	Carey Business School	Attended
Philip	Bakerman	Carey Business School	Attended

**JOHNS HOPKINS UNIVERSITY
ALUMNI COUNCIL ANNUAL MEETING OCTOBER 7-8,
2022 AGENDA**

October 7, 2022 Friday

11:30 A.M.–1:30 P.M. Johns Hopkins Alumni Council New Members Luncheon and Discussion
Café Conference Room, Muller Building, Homewood Campus

New Members and their Mentors are expected to attend this lunch discussion. Business casual attire

Welcome

Anika Penn, SAIS '10, President, Johns Hopkins Alumni Council
Claudia DeCarlo, Bus '15 and Mike Waters, Engr '06

Park at Muller Lot

Shuttle from hotel to Muller Building at 11:00 am

2:00–4:30 P.M.

Johns Hopkins Alumni Association Opening Session

Muller Building, Homewood Campus

Welcome

Anika Penn, SAIS '10, President, Johns Hopkins Alumni Council

Update on James Webb Telescope

William P. Blair, Astrophysicist and Research Professor in the Department of Physics and Astronomy

Break, walk or shuttle to Imagine Center

Imagine Center, Homewood Campus

Update on Integrative Learning and Life Design

Farouk Dey, Vice Provost for Integrative Learning and Life Design

Networking Event with Students

Sponsored by the Engaging Future Alumni Committee

Students will join Alumni Council members at career path tables to learn about various industries and audacious moves.

Park at Muller lot

Shuttle from hotel at 1:30pm to Muller Building.

6:00–9:00 P.M.

Alumni Council Cocktails, Dinner, and Recognition

B&O Railroad Museum

901 West Pratt Street, Baltimore

Business attire

Recognition of Council Members completing service on the Council

Anika Penn, SAIS '10, President, Johns Hopkins Alumni Council

Recognition of 2022 Alumni Association Awards recipients

Anika Penn, SAIS '10, President, Johns Hopkins Alumni Council

Joe Yoon, A&S '00, Co-chair Building Diverse Leadership Committee

Student Performances by The AllNighters a Capella group and JOSH Bolly-wood Fusion Dance Team

*Complimentary Parking at the B&O Railroad Museum
RT Shuttle from hotel to B&O Railroad Museum at 5:30pm
and 9:00pm*

OCTOBER 8, 2022 **Saturday**

8:00–8:30 A.M. Continental Breakfast

Carey Business School, 100 International Drive, Baltimore

*Complimentary Parking available at the Four Seasons Garage
Shuttle from the Inn at the Colonnade to Carey Business School
Business casual attire*

8:30 A.M.–12:30 P.M. Alumni Council Business and Executive Committee Meeting

Carey Business School

Welcome by Alex Triantis, Dean Carey Business School

Welcome and Introduction of New Members

Anika Penn, SAIS '10, President, Johns Hopkins Alumni Council

Trustees Update

Mary Ann Dickson, A&S '97, First Vice President, Johns Hopkins Alumni Council

Judy Keen, A&S '98, BSPH '02, Med '04, Secretary and Incoming First Vice President, Johns Hopkins Alumni Council

Budget Review

Susan deMuth, Associate Vice President of Alumni Engagement and Annual Giving and Executive Director, JHAA

Secretary's Report and Bylaws Review

Judy Keen, Secretary, Johns Hopkins Alumni Council

Discussion of Hopkins Possible

Jason Heiserman, Sr. Director of Alumni Relations, and
Brian Shields, Sr. Director of Development Communications

Alumni Council Benchmarking Update

Erin Yun, A&S '94, Director of Volunteer Engagement

Break

Committee Breakouts on Projects and Priorities

12:30–1:30 P.M. Lunch

Carey Business School

1:30–2:00 P.M. Alumni Council Business and Executive Committee Meeting, Continued

Carey Business School

Report Back from Breakout Sessions

2:00–2:40 P.M. Summary Session

Carey Business School

Summary Session

Anika Penn, SAIS '10, President, Johns Hopkins Alumni Council

Transition of Leadership

Susan deMuth, Associate Vice President for Alumni Engagement and Annual Giving, and Executive Director, JHAA

Next Steps

Mary Ann Dickson, A&S '97, First Vice President, Johns Hopkins Alumni Council

Shuttle from Carey Business School to hotel

