

**THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE MEETING**

**January 14, 2020**

**Location:** Conference Call

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

## **MEETING MINUTES**

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### **Welcome and Update, Allyson Handley, Ed '75, '78 and Anika Penn, SAIS'10**

Allyson wished everyone a Happy New Year and noted that an email announced Dean Beverly Wendland's upcoming departure after an outstanding five years as Dean. On July 1, she will head to Washington University, St. Louis to become Provost. A search committee will be formed soon for her replacement. She was involved and supportive of Alumni Relations.

Anika attended the December JHU Board of Trustees meeting and noted the progress on 555 Penn Ave, the new campus for DC, the Homewood Student Center and Athletic Center project. The next board meeting will be in March in NYC. She also stated that the initial numbers of the incoming undergraduate class show more early decision admissions and more diversity. It is a very competitive class.

### **Welcome to New Divisional Rep for SAIS – Daniela Kaisth, SAIS '89, A&S '90 And Casey Miller – Director, Hopkins Connect**

Allyson introduced Daniela and Casey.

### **President Daniels on the 10/20 and Listening Meetings**

The first 10/20 initiative goal was for JHU to be in the top 10 by 2020. Soon the president will be ready to elicit feedback from the Alumni Council and will send out an email and collect data. Be sure to read about his new visions and provide feedback. There will then be a call with the steering committee and the president. Look for an email from our office in the next couple of weeks asking for your input.

### **Approval of the November 19 meeting minutes, Bryan M. McMillan, Bus '00, '02**

Bryan asked for and received unanimous approval of the minutes from the last meeting.

- a. **Bylaws changes** – Bryan stated that we are working on some changes as follows:
  - i. A confidentiality statement to address how we safeguard confidential information, which we already do for awards. We have put together a statement of personal commitment and expanded it with confidentiality. Do we have to consider student information with the Student Grants program? We received the Harvard personal commitment /confidentiality/volunteer code and will look at that, too. Mentoring programs may be part of this.
- b. **Committee name change to Communications and Digital Engagement**
  - i. This proposed name change reflects strategic plan priorities.

**Future Funding Task Force update, David Yaffe, A&S '74** - In David's absence, Susan added that there is little to report and that we are waiting for permission to spend the funding from Fritz. Susan and David will meet on Friday.

**Strategic Plan Task Force Update, Bill Kirst, A&S '00** - Bill has been meeting with each of the committee chairs and will meet with Susan to discuss the March meeting conversations.

## **Committee Reports**

**Alumni Communities** - Elena Thompson reported that the committee has been quiet but working on the Lifelong Learning web page. It will be completed by using outside support (ID5) for design and functionality. The scope of work has been received and we hope all work will be complete in March. The committee meets next on Thursday and will look at how to move forward with marketing and branding opportunities. The partnership with PBC Guru now includes two new webinars each month. The webinars have attracted more than 800 registrants thus far in total, with more than 400 unique alumni signed up. Original content can be added to the PBC Guru offerings. The system does track usage and metrics. There is also a partnership with the Odyssey Program of Advanced Academic Programs that includes livestreamed courses to alumni. The Committee will look at the strategic plan.

**Awards and Nominations** - Brian Fruchey noted that tomorrow the committee will go over the 86 nominations, which include 34 for Distinguished Alumni, 8 for Global Achievement, 8 for Woodrow Wilson, 8 for Community Champion, 12 for Heritage and 16 for Outstanding Recent Grad. In two weeks, they will assess how they rank one against the other and then submit the final recommended list to the Executive Committee near the end of the month.

**Communications & Outreach** – No report was made, but the following notes were provided:

Solicitations - we will review our giving campaigns for next six months with OAG on February 11. Larger all-alumni piece was scheduled to drop at 2/22. December results are still being tallied.

Communications – we are finalizing communications for broader PeopleGrove launch. Beginning to see some traction with our communications promoting lifelong learning webinars through PBC Guru. We are collaborating with University to address coronavirus communications and sun setting of legacy admissions.

Other initiatives – we are in the planning stages for the #3MT competition, a competition of PHD students from across the university that gives them three minutes to present their thesis using one slide. We had a great turnout last year and, as you might recall, were fortunate enough to have Allyson Handley act as one of our judges. This year we will have Nobel laureate Gregg Semenza joining the competition, so that's very exciting. We are also coordinating on providing Alumni Association-branded giveaways to each of the finalists (last year there were 12 from across the nine schools).

Broader communications are planned relating to other initiatives, including Black History Month, Commemoration Day, Women's History Month, Women of Hopkins Annual Conference, Homewood's Alumni Weekend, Commencement 2020 and Lavender Ceremony, Pride Month, etc.

The last meeting was in November, the next will be before the March Executive Committee meeting in Baltimore.

Plans are to change the name to Communications and Digital Engagement Committee.

**Development & Finance** - Mark Rosenblum reported that the committee is still working on 100% participation of the Alumni Council. In November, 48% of the Council gave to the Alumni Association; by the end of the year, 68% had. Mark had sent a personalized email to those who had not given. More have given to JHU overall. In addition, they are focusing on the financial model and income sources and waiting further clarification.

**Key 3** - Judie Mopsik thanked Tom Calder for his great support. In January and February, the different Key 3 groups will meet, and the full group will meet on March 2. Thanks to John DeMaggio, on January 21 they will look at the initiatives of the Key 3 with regard to the strategic plan.

**Student and Alumni Engagement** - Judy Keen reported that the SAEC is advertising the caRING program. The same application that was used last year is being used again. The deadline for applicants is Thursday, February 27. The SAEC wants students to have plenty of time to apply since school resumes late January. Advertisement of the program will continue via divisional representatives, social, media, emails to students directly, and word of mouth. The committee will review the applications after the deadline. The SAEC hopes to attract more high-need students. Therefore, perhaps funding for this program should be increased.

**Student Grants** - Mike Cornelison stated that 80 out of 156 applicants were funded this cycle, using a three-tier system of funding and two reviewers per application. Funding was awarded as follows: 100% to 22 groups; 50% to 26 groups; 32% to 32 groups; and 76 groups did not receive funding.

Since the committee members had many applications to review, they are suggesting limiting the number of applications to 150. They also asked other council members to help. With a budget of \$65K, they do not want to have so many that they end up rejecting many. They may want to increase the committee size, and/or start the reviews earlier. They are looking at how to incorporate and align with the strategic plan priorities.

**Budget report** - Brett McCone mentioned that Nationwide would indeed complete the contract, after stating they would terminate it early, and will provide the guaranteed income. He stated that we have reached 1/3 of our fundraising target with \$110K so far. Giving Tuesday was a big push for fundraising. The expense numbers have not been realized yet but are expected to occur. Otherwise, the status of the budget is business as usual.

**March Meeting in Baltimore** Marguerite I. Jones reminded everyone that the last email included the hotel information for the weekend in Baltimore, which includes Friday dinner with a speaker at Woodberry Kitchen and Saturday sessions at the School of Education with a visit by the Dean and discussions led by the Strategic Plan task force.

The meeting concluded at 5:58 p.m.

***Executive Committee Meetings:***

***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***

***Leadership Summit – Oct. 1-2***

***October 2-3, 2020 Leadership Weekend***

**Invitees:** Allyson Handley, President; Anika Penn, 1st Vice President; Judie Mopsik, 2<sup>nd</sup> 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, Daniela 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:** David Yaffe, Lalita Hamilton, Auburn Bell, Braphus Kaalund, Bill Kirst, Michael Pryzby, Sonia Sarkar, Tony Spann, Phuong Tran, Shelby Wilkes, Jennifer Benson, Lee Gerstein, Jasmine Gillius, Debbie Kennison, Robin Ingram, Leslie Proctor, Sharon Trivino, Amanda Williams

**Facilitator:** Allyson Handley

**Meeting Start Time: 5:00 pm (ET)**

**Meeting End Time: 6:30 pm (ET)**

**Meeting Agenda:**

Welcome and Update, Allyson Handley, Ed '75, '78 and Anika Penn, SAIS'10

- c. New Divisional Rep for SAIS – Daniela Kaisth, SAIS '89, A&S '90
- d. Casey Miller – Director, Hopkins Connect

President Daniels on the 10/20 and Listening Meetings – Susan deMuth

Approval of the November 19 meeting minutes - Bryan M. McMillan, Bus '00, '02

- e. Bylaws changes –
  - i. confidentiality statement;
  - ii. 4. committee name change to Communications and Digital Engagement

Future Funding Task Force update – David Yaffe, A&S '74

Strategic Plan Task Force Update, Bill Kirst, A&S '00

#### 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

Budget report – Brett McCone, A&S '96, BSPH '98

- f. Nationwide program ending June 2019
- g. Update on current JHAA Funding Susan deMuth

March Meeting in Baltimore – Marguerite Jones, A&S '74, Bus '88

*Executive Committee Meetings*

*March 6-7, 2020 in Baltimore*

*May 12, 2020*

*September 15, 2020*

*Leadership Summit – Oct. 1-2*

*Alumni Council Meeting – Oct. 2-3*