

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

September 10, 2019

Location: Conference Call

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

MEETING MINUTES

Welcome and Updates

President Allyson Handley welcomed everyone. She noted President Daniels' recent welcome back to JHU letter.

1st Vice President Anika Penn attended and reported on the June Board of Trustees meeting. The new board chair is Lou Forster and two vice chairs are Sara Hagan, a SAIS alum, and Tony Anderson and accomplished gay, African American attorney. Anika also noted the departure of chief diversity officer Fennimore Fisher, for a position at Piper, LLC.

Susan deMuth echoed that Lou Forster is approachable and interested in the Alumni Association.

Approval of May 14 meeting minutes and Vote on Proposed Bylaws Changes. – Secretary Bryan McMillan asked for a vote to approve the May 14 meeting minutes as distributed, and the updated bylaws previously shared for review and comment. Both were approved unanimously.

Budget report

Treasurer Brett McCone reported that the budget was sent out in advance showing the FY19 year end and proposed FY20 numbers. FY19 ended year with a deficit of \$98,000 in part due to \$55,000 less received in donations and the loss of anticipated income from the Johns Hopkins Federal Credit Union. The University ultimately did not permit an alliance with the Credit Union. Though the revenue side was down, some expenses were also down and offset some of the loss.

Allyson added that leadership, given the realities, has put together a task force to look at future funding models. She thanked Mark Roseblum for his thoughtful approach. Given the strategic plan, the timing is right to evaluate how we are funded.

David Yaffe, who will chair the task force, added that it is a challenging time for Brett as treasurer. He thanked those who will be on task force. In large concept, we are focusing on the program aspect of our budget, not the salaries or overhead costs. The task force plans to meet before Leadership Weekend.

Susan stated that she is reviewing several proposals with Fritz Schroeder, Vice President for Development, Brett reported that for the 2020 budget, there will be no revenues from Bank of America or the JH Credit Union, but we will continue to have income from Nationwide. The budget is presented with no reductions to programming and no new sources of income resulting in a projected net loss of \$120,000. Susan deMuth will work with Fritz Schroeder to identify the necessary funding sources to ensure that we will be balanced at the end of this fiscal year.

There was some discussion about recent declines in annual donations. This is not just the issue of alumni confusion between school donations vs. Alumni Association donations, but a global problem. The prospect of a recession may mean loss of annual giving, but probably not major gifts.

The task force could review suggestions and questions to develop best ideas to proactively address declines or changes in policy at the university level and how the Board of Trustees provides pay out to this department.

Brett asked for a vote to approve the budget as presented, and it was passed, noting that it must be ratified at the annual meeting.

Committee Reports

Alumni Communities

Chair Sonia Sarkar reported that group is moving forward with the Lifelong Learning task force recommendations and has three subgroups:

- i. One looks at structure and content and is beginning with Carey and School of Education offerings and how those would fit into an overarching framework.
- ii. Two is developing a logo and branding presentation that is attractive, University wide and follows JHU branding guidelines and the priorities of the Strategic Plan.
- iii. Three relates to the website and creating a landing page and providing a set of clear recommendations to give to the Alumni Relations Office.

Awards & Nominations

Co-chair Brian Fruchey reported that the last activity for the committee was to nominate alumni trustees to the Board of Trustees. But it was not needed this year since the Board wanted to continue with the excellent list from the previous year.

He noted that 36 of the 58 awardees will attend the awards dinner. And finally, he stated that the number of awards is being examined and that data about awardees is being analyzed to determine if the number of Distinguished and Community Hero awards might be limited in the future.

Communications & Outreach

Gwen Harley reported that she is meeting with Chair Bill Kirst to discuss strategy for the coming year. Reinvigorating GoHopOnline is one area and making sure new council members are on GHO and using Hopkins Promoters is a second priority. Bill wants to contact Council members and show them how to be actively engaged on GHO.

Development & Finance

Chair Mark Rosenblum reported that the funding model discussion covered most of his points. He noted that FY19 had the highest Alumni Council participation rate, 80%. This committee would like more members and will try to recruit some of the new Council members.

Key 3

Co-chair Judie Mopsik stated that all members will meet at the October 4 Key 3 lunch. Jason Heiserman will present a video about GoHopOnline to show how to use it; William Archer will present about the student grants process; John DeMaggio will demonstrate the virtual “Ask the Dean” started by the School of Engineering; and Sara Cunningham will also speak about student life. Then the attendees will break into four working groups to review distance learning, networking, and more.

Student and Alumni Engagement

Co-chair Natalie Schock reported that new student welcome gifts were blue branded notebooks and were well received. The Mentoring and Networking Subcommittee will regroup and focus on the new Hopkins Connect while continuing to rally people to sign up for GoHopOnline. The mobile app is not up to par yet. The graduation gift for the next two years will be a print of JHU buildings. The Student and Alumni Connections networking lunch on October 5 will be led by Natasha Yamaoka. The Virtual Article Club emails continue to go out offering an online place to converse about a work force topic. There are 326 active members in the article club. The committee is monitoring it and will determine whether to continue the contract with PBC Guru, the vendor.

Student Grants

Co-chair Michael Cornelison reported that the Student Grants Portal is open. As usual, a modest number of applicants is coming in and most will come in in October as the vast majority start and complete their applications in October every year.

- ii. The grants cycle is running through October 22nd with the ability to extend by a few days as needed
- iii. We will be continuing last year’s trend of having grant decisions out to students by Thanksgiving and after confirming budget numbers money will be transferred by mid-December
- iv. We are pushing out advertising and marketing through various channels including student leadership organizations at various campuses (like Student Government Associations), departments, and divisional partners as well as through previous student applicants
- v. We can share the website with alumni council after this call to share with their networks and will specifically connect with Student and Alumni Engagement and Key 3 to get the word out to current students
- vi. We’re working to get a one-page info graphic John Abodeely created to attendees at leadership weekend

Alumni Relations Update – Alumni Survey and Strategic Plan Updates

Susan deMuth reported that she is currently interviewing candidates for the Director of Hopkins Connect. This position is a dual report to Farouk Dey, Vice Provost of Integrated Learning & Life Design and her. As a reminder Hopkins Connect is the new student and alumni mentoring initiative.

The Alumni Survey results are being shared with the Associate Deans, and the divisional representatives from each school. A Tableau dashboard helps illustrate results and makes them actionable. The results have been married to the strategic plan. The plan has been approved by Fritz Schroeder and will be presented to the Board of Trustees and the Deans and ultimately organized into phases. The next step for the Council is to create a task

force to look at the university wide plan to see if the Council aligns with it or should change directions. Susan invited those on the call to volunteer for this task force and send her an email if interested

Leadership Weekend Update – Marguerite Jones, A&S '74, Bus '88

Marguerite noted that Leadership Weekend is just three weeks away and urged everyone to register if they have not already done so. She reviewed the agenda and noted that 36 awardees will attend the Friday dinner and that many students have signed up for the Sat. networking lunch.

Since there was no new business the meeting concluded at 6:20 p.m.

Leadership Weekend/Alumni Council Meeting in Baltimore: October 4 – 5, 2019

Executive Committee Meeting in Baltimore: March 6-7, 2020

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, Elizabeth Berman, Mike Cornelison, Natalie Shock, (Student Rep); John DeMaggio, Brian Fruchey, Donika Hristova, Ralph Hruban, Braphus Kaalund, Ajay Kaisth, Judy Keen, Shelby Kemper, William Kirst, Susan Kulik, Steve Mahinka, 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; Jamie Seward, OAR; Jennifer Fisher, OAR; Jen Yeager, Krieger School of Arts & Sciences; Debbie Kennison, School of Education; Jordi Izzard, School of Advanced International Studies; Erika Juengst, Bloomberg School of Public Health; Michael Carlton, Peabody Institute; Robin Ingram, School of Medicine; Helen Kennelly, School of Medicine; Kim Sheehan, Whiting School of Engineering; Sharon Trivino, Carey Business School; Jennifer Benson, Carey Business School; Katie Damaroda, School of Nursing

Absent: Reggie Bannerman, Auburn Bell, David Einolf, Lalita Hamilton, Donika Hristova, Braphus Kaalund, Judy Keen, Shelby Kemper, Bill Kirst, Tony Spann, Jennifer Benson, Lee Gerstein, Jess Gill, Robin Ingram, Jordi Izzard, Helen Kennelly, Debbie Kennison, Leslie Proctor, Sharon Trivino, Amanda Williams, Tom Calder, Jason Heiserman

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

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