

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

March 12, 2019

Location: Conference Call

Call in: 888-651-5908; Participant Code: 516-6858 (USA)

MEETING MINUTES

Welcome and Updates

Allyson welcomed everyone and reported that she and Anika attended the Board of Trustees meeting in NYC, hosted by Michael Bloomberg at his building. It was a wonderful celebration of his recent \$1.8B gift and its impact on financial aid. JHU will move closer to its goal of more space for Pell and first in family to attend college applicants without compromising academic standards.

Allyson gave an update on the acquisition of the Newseum, located on Pennsylvania Avenue that has been facing bankruptcy. With some hurdles still to overcome, such as renovation and retrofitting, the building will ultimately accommodate SAIS and the Business School programs offered at other locations, and provide new space for all JHU schools academic programs along with meeting space for any number of programs.

The only negative topic at the Board meeting was the All Children's Hospital in Florida. The University is addressing the situation in a proactive and transparent way.

Regarding the status of the police force for the Baltimore campuses, community and political debate continues, but the proposed force appears to be moving forward. Anika is on a committee to look at the surrounding issues. Allyson serves on the external affairs committee.

Susan mentioned the announcement about the new student union to be built on the Homewood campus. Levering Hall was the first student union and was moved from the old downtown campus to Homewood.

The new scholarship aid will take affect this semester and is only for undergrad students at Homewood with \$50M designated for Peabody undergraduates.

Bloomberg's financial aid gift of \$1.8B is part of the \$3.2B+ total he has given to JHU.

Approval of January 15 meeting minutes. – The corrected minutes were approved by unanimous vote.

Vote on bylaws change re name change of Student and Alumni Engagement Committee – The name change, and corresponding bylaw changes were approved by unanimous vote.

Committee Reports

Alumni Communities – Sonia Sarkar reported that the committee met last month and is focusing on how to integrate Lifelong Learning recommendations into its work. They have looked at other schools and the landscape at JHU schools and plan to work on small learning initiatives and the strategic plan. David Yaffe and John DeMaggio will talk to the business and education schools about their lifelong learning, consider a website redesign, and look at how to support recommendations within the strategic plan. There are two new members on the committee. Sonia thanked David Yaffe for moving the discussion forward and incorporating these new additions.

Awards & Nominations – Ralph Hruban and Brian Fruchey have worked to refine the awards process and reported that the list of awards previously sent to the Executive Committee was approved by email. The next task of the Committee is to review and select Alumni Council nominations. Seven individuals rotate off the Council having completed two terms; another 12 individuals complete a first term. So far nine wish to continue; two do not.

The list of 2019 awardees is confidential until letters go out from the President in about 10 days.

Communications & Outreach – Gwen Harley reported that the alumni survey closed Feb 11, with 14,000 alumni having completed it. Gallup is working on the stats, but 58% of participants were willing to share their information, and there was a 98% completion rate.

A giving campaign will launch this week and #Hopkins will launch in May.

The soft launch of GoHopOnline's new platform occurred on February 7th. There are some ongoing issues on the administrative side, most of which are unnoticeable to users. A broader launch will occur once these issues have been resolved. Bill Kirst will be representing JHU at the Gradway Leaders' Summit in Los Angeles.

Some of the upcoming communications highlights include:

- February spotlighted new Council members for Black History month.
- Social media spotlight will occur in March in conjunction with the Women's Conference.
- Homecoming registration incentives
- Commencement and welcoming the newest alumni

The Alumni Relations Office is in partnership with the Career Office in supporting the 3 Minute Thesis Competition for doctoral students only, who can win cash. We are a sponsor. Guests can attend in person or live stream the event, and alumni can vote on their favorite talk. Allyson is a judge.

We are using Flack and Slack for committee meeting sharing.

Susan noted that she is looking for more ways to reach out to graduate students.

Allyson noted that Executive Committee members are needed to represent the Alumni Association at Commencement, and we want to have a presence at as many ceremonies as possible.

Development & Finance – Judy Mopsik noted that 68% of the Council has participated in giving so far, and in April, Council members who have not given will receive letters. The goal is 100% leadership participation. Several campaigns are scheduled between now and the fiscal year end. The next outreach will be a personal touch to the group of 165 people who have given \$500 or more in 2016-2018. We are ahead this year as compared to the same time last year with \$218,000 received out of the \$365,000 goal.

Key 3 – The Co-chair reported that eight of the nine Divisional Key 3 meetings have taken place and the ninth meeting was scheduled to be completed before the March 28 all-division conference call. The staff liaison will have either attended or been on a conference call for seven of the nine meetings.

There has been turnover in two of the Divisional Representative (Div. Rep) positions. In each case, the Div. Rep has moved from one JH division to a second JH division. In addition, for part of the year, several students will leave in order to complete an academic requirement. These changes have slowed the forward movement of the committee. The co-chair noted the Div. Rep changes will possibly result in increased communication between the two divisions affected by the change. It may be time to look at placing more than one student on each division's committee.

Both co-chairs have reviewed the minutes from eight divisional meetings and have found several key points of interest. Some divisions feel student and alumni networking within and between divisions is important, especially for the students. Also, GoHopOnline is not well known by some of our Key 3 student representatives and those that are familiar with it say they have difficulty finding the information they want when they use it. The co-chair is requesting OAR staff member, Jason Heiserman, to be on the March 28 conference call in order to answer GHO questions and update those on the call with GHO future enhancements. The Executive Director of the Alumni Association added the contract with Graduway, is the firm responsible for GoHopOnline, is up for renewal in two years. A task force, made up of staff from all nine divisions and a Dean responsible for career services and networking, will look at other vendors in order to improve the system.

Additional information coming from the divisional meetings includes the following:

1. marketing of Key 3 may be more successful through each division's student government association;
2. some Alumni events are beginning to go international. SAIS has 19 alumni events outside of the US, mostly in Asia;
3. students have little knowledge of the Key3 concept, the Alumni Council and the Homewood campus;
4. the key alumni regions continue to be in the major cities such as New York, Boston, San Francisco, and Chicago;

The Co-chair wants to review the October 2018 Key 3 minutes and possibly make changes to the October 2019 meeting.

The staff liaison will be meeting with the Dean of Student Life for the Homewood campus, Dean Ruzicka, and invite her to the October 2019 Key 3 meeting.

The Key 3 Full Committee conference call will be March 28 at 5:00pm.

Bill Kirst will attend the Graduway conference to learn best practices about GHO and what other schools do.

With the new format, we will get back to actively recruiting people. Graduway knows that they have over promised to schools. They have created an advisory group from different schools who are giving feedback to Graduway. We are facing the same issues as other schools. Our contract is up in two years, but Susan will not renew until it is improved.

Susan and Farouk are looking at a university wide mentoring tool, similar to handshake. If GHO cannot accommodate it, they will find something else.

Student Engagement – Judy Keen thanked Marguerite for serving as interim liaison and welcomed Jamie and Jenn as the new staff liaisons.

She mentioned the virtual article club managed by PBC Guru, which presents monthly articles for discussions. 250 alumni signed up during the first three months. The first group notified about the article club included young alumni; soon the list will expand to 60,000 alumni. They will look at ways to measure success.

Graduation gift - a color print of JHU buildings was selected, but will not be ready in time, so another gift will be chosen this week.

A small group is working on leadership and mentoring and will present some ideas to the Council.

Natalie Schock mentioned that the Committee selected the caRING recipients. The hardship question came up and seemed problematic, so they will consider not making it required. Some applicants asked if letters of recommendation from non-faculty could be accepted. The Committee will look at options and bring them to the Steering Committee and address them appropriately. The ring ceremony is on April 4.

The BASIC lunch will be focused on next.

There are University-wide efforts to support doctoral programs including a special newsletter for doctoral students. Mentoring related activities are also under consideration.

Susan deMuth has been working with Nancy Kass, Vice Provost for Graduate and Professional Education, who is leading this effort.

Student Grants – The Committee is currently working on getting final reports from the student grants recipients. These final reports help to keep student groups accountable and emulate a grants process outside of JHU. These final reports are also used to ensure that the group is eligible for grants the next year.

Committee co-chairs are working on the creation of three subcommittees within the Student Grants Committee: data and metrics, process improvement, and publicity. The data and metrics group would work to present the data collected during the grants process in an easy to digest and aesthetically

pleasing manner. The process and improvement group would look for parts of the grants process that could be improved for applicants and committee reviewers. The publicity group would be looking to make the grants applications more visible to applicants and alumni.

Finally, we have renewed our contract with Reviewr, the company that processes the grant applications. They respond in a timely manner and have a great product and customer service.

Budget report – Susan deMuth referred to the budget and stated that we are on track. The big outlier is negotiations with the Johns Hopkins Federal Credit Union (JHFCU). We think they will give us the \$100K, but university leadership is reviewing all our affinity programs to make sure they are viable. Our fundraising is ahead of where we have been in the past couple years.

Alumni Relations Update – Susan deMuth reported that the executive summary draft of the strategic plan will be shared with the Vice President for Development and Alumni Relations, then with the Council, then with University leaders, all by the end of this FY. She hopes to share it by the next Executive Committee meeting.

Alumni Council Pins – Bryan McMillan mentioned the Cerulean pins that had been given to Cerulean Society donors and suggested having a pin for Council members and a pin ceremony. This could be developed by the Communications and Outreach Committee. A motion to look into the pin and create a proposal was approved. The proposal should address how to distribute the pin, who should get the pin, when should it be awarded during their term, and other qualifications or requirements.

New Business – John DeMaggio reported that the School of Engineering is piloting a program on faculty travel assistance. Staff will try to determine where faculty are traveling to and then let alumni know about it and bring them together in a meaningful way. The ambassador program will be used as basis to support this effort. The School of Medicine tries to connect interns and residents to meet with local alumni in different cities. Allyson stated that faculty appreciation by the Alumni Association would be a valuable undertaking and great to fan out across the divisions.

*Next Executive Committee Meetings:
May 14, 2019*

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

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

The meeting was adjourned at 6:27 p.m.

Location: Conference Call

Call in: 888-651-5908; Participant Code: 516-6858 (USA)

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, 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, Sonia Sarkar, Tony Spann, 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; Jenn Fisher, OAR; Jamie Seward, 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; Jessica Lunkin, Peabody Institute; Leslie Procter, Bloomberg School of Public Health; Jimmie Lou DeBakey, Bloomberg School of Public Health; Jess Gill, Bloomberg School of Public Health; 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; Philip Bakerman, Carey Business School; Katie Damaroda, School of Nursing

Absent: Michael Cornelison, Donika Hristova, Braphus Kaalund, Ajay Kaisth, Shelby Kemper, Brett McCone, Anika Penn, Jennifer Benson, Jimmie Lou DeBakey, Jess Gill, Harvey Green, Robin Ingram, Jordi Izzard, Erika Juengst, Leslie Procter, Kim Sheehan, Sharon Trivino, Amanda Williams, Jason Heiserman, Jamie Seward

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
2. Approval of the January 15 meeting minutes – Bryan McMillan, Bus '00, '02
3. Vote on bylaws change re name change of Student and Alumni Engagement Committee – Bryan McMillan, Bus '00, '02
4. 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 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
- 5. Budget report – Brett McCone, A&S '96, BSPH '98
- 6. Alumni Relations Update – Susan deMuth
 - a. Alumni Survey and Strategic Plan Updates
- 7. Alumni Council Pins – Bryan McMillan, Bus '00, '02
- 8. New Business
 - a. John DeMaggio – Engineering School Pilot program on faculty travel assistance

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