

THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION

ALUMNI COUNCIL EXECUTIVE COMMITTEE MEETING

November 17, 2020

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

TUESDAY, NOVEMBER 17, 2020

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

The President, Anika Penn, provided an update on the 2020 Roadmap on Diversity and Inclusion Taskforce. Ten years ago, there was a task force on this topic, and now, under Chief Diversity Officer Katrina Caldwell, the Task Force has expanded with seven different committees. Together with Farouk Dey, Vice Provost for Integrative Learning and Life Design, the Alumni Association President co-chairs the alumni engagement section of the Diversity Leadership Taskforce, and will create a set of recommendations. With staff input, Anika Penn and Farouk Dey are forming a diverse committee of alumni from all nine divisions. The first meeting was a listening session a couple weeks ago. The group of active alumni expressed skepticism about the effort, but also hopefulness that experiences will be better in 2020. Three questions will frame the task force's thinking:

1. How do we engage an increasingly diverse community?
2. How do we leverage it to impact the student experience?
3. What type of student experiences leads to engaged alumni?

Plans are to build an apparatus that is responsive to all alumni. But it will be difficult to respond to those alumni who may have experienced trauma as a student.

There is a tight timeline -- the first set of recommendations is due by the end of November. Then Anika will report to the Board of Trustees in December with a final report in February. Anika reported that the goal for the spring semester is to expand office density, but it will depend on an improved public health situation. And we will be on course to open up further. In early December, full details will be provided about the spring semester.

The Assistant Vice President, Susan DeMuth, added that a 48'x168' structure with metal walls will be erected on the freshman quad and used for classes and studying spaces. It will have an open-air option.

The First Vice President, Mary Ann Dickson, reported on capital projects and the financial situation. The financial information is similar to what she reported at the October meeting. Given the conservative approach to what might occur due to the pandemic, and the extreme measures taken – hiring freeze, no salary increases, etc. – there was a modest surplus at end of the fiscal year. The austerity measures will continue through the end of the academic year and may be lifted in FY22.

Regarding capital projects, the Hopkins community will be invited to a town hall, “Building for the Future: An insider Look at Hopkins Capital Projects,” on December 7, 3 – 4 p.m. ET. These are donor funded projects, not ones that draw on the budget or general finances. It will be hosted by Vice President for Development and Alumni Relations Fritz Schroeder and others. An email will be sent to the Alumni Council with registration details.

Regarding the new student center, Sus is looking into having alumni visibility be part of it. The named spaces from the Mattin Center will come over to the new building.

The 555 Pennsylvania Avenue building in Washington, D.C., will also be amazing and accommodate many parts of the University.

APPROVAL OF MINUTES

The Secretary, Judy Keen, asked for and received approval of the minutes of the October 3 meeting.

STRATEGIC PLAN TASK FORCE UPDATE

The Second Vice President, Sonia Sarkar, will take all the recommendations provided by the task forces and hone in on structuring the existing committees and potential new ones.

The Co-Chair of the Alumni Council Strategic Plan Task Force, Bryan McMillan, showed the Power Point presentation that was emailed previously and reviewed the slides. Once recommendations are made, they will go to the Steering Committee, Executive Committee, then the Council, and be implemented in 2021. He showed a slide that clusters themes without naming committees. He is trying to group similar tasks, and give them working titles. He identified five themes - Recognition, Council Member Development, Engagement, Mentoring, and Administrative Structure. He also identified some agnostic themes.

Next steps are suggestions only and attempts to meld committees.

The Task force Co-Chairs will help lead the implementation.

It was asked: Do we keep the task forces and have monthly touch points?

The Awards and Nominations Co-Chair, Brian Fruchey, commented that combining Awards and Nominations with Student Grants would result in a huge amount of work for one committee.

It was asked how to preserve Key 3.

Nothing is set in stone. What is the best way to achieve all the goals that underly the committees. Is there a new structure that achieves the same goals in a more streamlined way?

We want to be in line with the University-wide alumni strategic plan and make sure we are parallel with the University in terms of alumni engagement.

The students enjoyed connecting with the Alumni Council, in Key 3.

It was noted that the Key 3 might be duplicative. There is concern that the Council's interactions with students are very narrow, with the Council seeing only those students who are self-directed. The SAC lunch student attendees are a highly motivated group. We should cater to those who are not so motivated, and get all students involved.

COMMITTEE REPORTS

Awards & Nominations

The Co-Chair, Brian Fruchey, noted that the deadline for awards nominations is December 1, 2020, and that the alumni awardees recognition video is near completion. The premiere will be on January 28, at 7:30 p.m. ET. It was suggested that we reach out to Baltimore City to highlight the community and get some pillars of the community to attend.

Communications & Digital Engagement

The Co-Chair Mike Waters reported that the committee is just getting started and will meet soon. There are four new members. Having participated in the Communications and Collaboration task force, the group has all the input to start.

Student & Alumni Engagement

The Co-Chair, Janice Bonsu, reported that the co-chairs and the student liaisons have mapped out the year. The caRING application process starts soon. They are setting their priorities.

Student Grants

The Co-Chair, Mike Pryzby, reported that 96 applications, down from 150 last year, were received. The funding decisions are being made tomorrow. Many a capella groups submitted applications. (Hopkins has a talent show for all vocal groups.) Six new Council members helped with the reviewing.

BUDGET REPORT

The Treasurer, Seth McDonnell, shared the FY21 budget, noting that July 1 – June 30 is the fiscal year. He reviewed the snapshot of the October 31 year-to-date budget. Overall the Alumni Association (AA) is in good shape, and was not impacted by the current University cuts. The AA can still operate without any reductions in its budget. We are trying to simplify the revenue and expense sheet. Seth reviewed the revenues and expenses and explained that whatever we raise in donations this year will be added to the University's support to reach \$500,000. The ring program

income may be lower due to COVID-19. Expenses are anticipated to be spent as we are spending more on digital content rather than in person costs. Overall, the numbers are expected to be static. Seth mentioned Giving Tuesday, on December 2, and hopes all will participate.

As for the Council's participation, as of October 1, 30% of the Council gave to some part of the University; 36% gave to the AA.

Anika discussed alumni giving and encouraged the members to give at least \$50 every year to some part of JHU.

ONEHOP AND THE ALUMNI COUNCIL PORTAL

Gwen Harley mentioned that members of the staff met to:

- address alumni email fatigue,
- reevaluate the communications strategy regarding virtual events promotion, including Hopkins at Home,
- review communications with the greater Council vs. the Executive Committee,
- consider the volume of emails.

We want to implement, using the Alumni Council group in OneHop, sending general communications and announcements that are not time sensitive or do not require a response. Not all Council members are on OneHop.

For now, time-sensitive notifications will continue through Outlook and non-time-sensitive ones will be through OneHop, which is private for Council and staff only. We will communicate through OneHop to those who have not activated their profiles and offer to help. We want Council members to interact with each other beyond their committee interactions and OneHop makes that possible. There are nine extra unassigned OneHop groups, which could be used by committees.

Gwen mentioned the Alumni Council's "members only" portal, which, together with OneHop, will continue to house resources. Gwen can provide a short video on how to do push notifications for discussions.

Concern was expressed about the directory feature of OneHop and the number of those alumni who are visible. We need to assess the success of OneHop.

It was requested that all meeting notifications include the meeting date and time in the subject line.

ALUMNI RELATIONS UPDATE

Susan DeMuth reported that her news was covered previously.

NEW BUSINESS

No other new business was brought up, so the meeting was adjourned at 6:30 pm.

Next Executive Committee Meetings:

January 12, 2021, 5-6:30 p.m.

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

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

September 14, 2021, 5-6:30 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	Attended
Judy	Keen	Secretary	Attended
Allyson	Handley	Past President, Ex-officio	Absent
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
Bill	Kirst	Strategic Plan Advisor	Absent
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

Invitees: Anika Penn, President; Mary Ann Dickson, 1st Vice President; Sonia Sarkar, 2nd Vice President; Seth McDonnell, Treasurer; Judy Keen, Secretary; Allyson Handley, past president, ex-officio; Phuong Tran, PRIDE rep, ex-officio; Lalita Hamilton, SOBA Representative

Reggie Bannerman, Janice Bonsu, Mary Simonsen, (Student Rep); Claudia DeCarlo, John DeMaggio, Brian Fruchey, Robert Hirst, Daniela Kaisth, Ralph Hruban, Braphus Kaalund, Judy Keen, Shelby Kemper, William Kirst, Susan Kulik, David Einolf, Bryan McMillan, Mervat Mina, Michael Pryzby, Tony Spann, Sonia Sarkar, Mike Waters, Shelby Wilkes

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, William Archer, OAR; Rachel Doliner, OAR; Jamie Seward, OAR; Jennifer Fisher, OAR; Leah Murphy, OAR; Jen Yeager, Krieger School of Arts & Sciences; Debbie Kennison, School of Education; Christina Alexander, School of Advanced International Studies; Erika Juengst, 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; Jennifer Benson, Carey Business School; Katie Damaroda, School of Nursing; Casey Miller, Hopkins Connect

Facilitator: Anika Penn

Meeting Start Time: 5:00 pm (ET)

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Meeting Agenda:

1. Welcome and Update:
Anika Penn, SAIS '10, Mary Ann Dickson, A&S '97
2. Approval of the October 3 meeting minutes:
Judy Keen, A&S '98, BSPH '02, Med '04
3. Strategic Plan Task Forces Updates:
Sonia Sarkar, A&S '09, BSPH '13, Bill Kirst, A&S '00 and Bryan McMillan, Bus '00,'02
4. 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
- 5. Budget report:
Seth McDonnell, Bus '07, and Susan deMuth
 - 6. OneHop and the Alumni Council Portal – Gwen Harley and Jason Heiserman
 - 7. Alumni Relations Update: Susan deMuth
 - 8. New Business