

THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION

ALUMNI COUNCIL MEETING

April 5 - 6, 2024

Location: Homewood Campus, Baltimore, Maryland

SEE END OF DOCUMENT FOR A LIST OF INVITEES, ATTENDEES, AND AGENDA; POWERPOINTS ARE HERE - [LEADERSHIP WEEKEND - PPT AGENDA - \(5\).pptx](#)

FRIDAY, APRIL 5, 2024

A lunch with Student Grants Recipients and FLI students took place in the Glass Pavilion. Approximately 40 students and 40 Council members networked at lunch and listened to presentations by some of the recipients of student grants and the FLI students' activities.

Facilitator: Mary Ann Dickson

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

Meeting End Time: 3:30p.m. (ET)

MEETING MINUTES

WELCOME

Alumni Council President Mary Ann Dickson welcomed everyone to the second spring meeting to be held during alumni weekend, and welcomed those joining on Zoom. She thanked the council members who had a role in the weekend. She introduced the Steering Committee, chairs and both the Alumni Relations central and divisional staff.

SECRETARY'S REPORT

Secretary Claudia DeCarlo asked for and received approval of the February 21 meeting minutes. She also referenced new language added to the approved bylaws about the purpose of the Council. This is noted on slide 4 of the attached PowerPoint deck.

BOARD OF TRUSTEES UPDATE

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

Building updates. On the Homewood campus, work continues on the SNF Agora Institute building and the Hopkins Student Center. The Eisenhower Library (MSE) will be closing at the end of the

spring semester as it undergoes a two-year renovation/modernization process. The multiyear, \$130 million project will renovate—and fully reimagine—the university’s 60-year-old flagship library building into a modern, state-of-the-art facility. Priorities include a total redesign of all 6 levels, bringing natural light to the mostly underground building, opening sight lines, increasing study seats, improving accessibility and sustainability, and updating the infrastructure. The renovated building will include new exhibition and event spaces for Homewood campus, an expanded and more prominent location for Special Collections, a signature double-height reading room, a Digital Scholarship Lab, and a Material Collections Reading and Teaching Center. The Beach-facing entrance will be dug out so patrons will enter directly onto M-Level. During the renovation project, the former Johns Hopkins Club building will serve as the main library service point and provide a variety of study seating in a communal learning environment. The building will receive an interior facelift this spring to be ready to welcome students. Hodson Hall will also be configured with additional study seats. Brody Learning Commons will remain open throughout the renovation. The Sheridan Libraries are marking the library’s 60th Anniversary with a variety of events and activities all year long, including a student-curated exhibition. There’s a poll to vote for your favorite library level and an invitation to share your favorite MSE memory.

DC Semester for undergrads. Hosted at the new Johns Hopkins Bloomberg Center in Washington, DC, where we met last fall, the Hopkins Semester DC program, is a “new study-abroad alternative that brings Hopkins undergraduates to the heart of the nation's capital.” As described in the Hub, “The Hopkins Semester's inaugural cohort is made up of 15 undergraduates. In addition to regular classes, all HSDC students will end the semester with internship and independent research experience, as well as new networking connections.” The first cohort is 15 students. Each student tailors the semester to their specific interests and goals, whether including internships on the Hill or time with lobbying groups, federal agencies, and nonprofits across the city, and countless options for independent research, no two Hopkins Semester students will have quite the same experience.

Undergraduate admissions update. The newly admitted students for the Class of 2028 -- 1,749 students from 52 countries, 49 states, the District of Columbia, and two U.S. territories were admitted to Johns Hopkins University's undergraduate Class of 2028 in the Regular Decision cohort, joining 809 previously admitted Early Decision. Class of 2028 represents some of the brightest, most driven young people from across the globe." The cohort includes the developer of an app providing multilingual resources for refugees, an award-winning playwright who launched a writing camp for local youth, the founder of a voting education program for students in the Philippines, and a Guinness World Record holder for fastest solve of the Square-1 Rubik's Cube. They've also published novels in multiple languages, written and secured grants, advocated for policy to benefit their communities, patented their inventions, and launched successful businesses. At the same time, many have also held part-time jobs, served as the main interpreters for their families, and spent time caring for younger siblings. They have until May 1 to accept their spot in the Class of 2028.

Dedication of Pava Marie LaPere Center for Entrepreneurship. FastForward U is being renamed the Pava Marie LaPere Center for Entrepreneurship to honor the legacy and memory of alumna, Pava LaPere, a member of the Class of 2019 and the person who laid the foundation for what

would become FastForward U, the university's student innovation hub. Pava LaPere was a visionary student entrepreneur and champion for Baltimore who founded multiple companies and programs dedicated to encouraging and equipping students and community members with the tools needed to succeed as entrepreneurs. LaPere had a bold conviction that Hopkins students could change the world—and Baltimore—by building companies. LaPere, a 26-year-old tech entrepreneur and CEO who made Baltimore her home after coming to Johns Hopkins as an undergraduate student, was found killed at her city apartment building in September 2023. The dedication takes place tomorrow **April 6**, 4:30 pm at the center in Remington, a few blocks from campus.

Campaign planning update. There was a trustee retreat in March where staff shared a draft of priorities and got input/feedback. Work is underway for the next comprehensive fundraising campaign with a launch planned for fall 2025. We are in the silent phase now; much more information to come and we will keep you informed in future meetings.

Regional events. The university is returning to the large-scale regional events. On March 6, I joined more than 300 people at an event at the Shed in NYC and were treated to a surprise appearance by Michael Bloomberg, who opened the program, as well as remarks from President Daniels, two Bloomberg Distinguished Professors, two students (both of whom are alumni student ambassadors), and a performance by Peabody professor and renowned trumpeter Sean Jones and the Peabody Graduate Jazz Ensemble. More of these events will be planned around the country.

There is a lot happening on the **East Baltimore Campus!** In June, the Bloomberg School of Public Health will break ground for a new building. Located across the street from the current BSPH building, the new building will share a courtyard with the School of Nursing and quite literally build a bridge to the current BSPH Wolfe street building – bringing all 10 departments together. At the same time, JHU is investing in a new 250,000 sq. ft. state-of-art Life Sciences research facility to be used by faculty and students from across the University. In order to do this, the historic Hampton House building, which served as the dormitory for the School of Nursing until the mid-1970's then became home to 3 of the BSPH departments, will be torn down. A multi-divisional committee is working on ways to celebrate and commemorate that building and all the incredible people who have gone through it. Stay tuned for more details in the coming weeks.

In November 2023, the **Hopkins School of Nursing** launched **The Institute for Policy Solutions**, which is based at the Bloomberg Center in Washington, DC, and will promote and advance evidence-based, actionable nurse-led solutions that will prioritize health equity and whole-person care. **Vincent Guilamo-Ramos**, one of contemporary nursing's most respected thought leaders, change agents and scientists, has been selected as the Institute's executive director. One of the first initiatives of the Institute is **Neighborhood Nursing**. The goal of Neighborhood Nursing is to link every resident with a nurse (RN)/community health worker (CHW) team. The team will go door-to-door, meeting in homes, schools, libraries, faith-based organizations, and more community-identified spaces to provide access to whole-person care.

Anticipated results include: decreased infant mortality, decreased premature death rate, increased vaccination rates, reduced depression and anxiety among other important indicators of health and well-being.

Neighborhood Nursing has the potential to improve many crucial health indicators by focusing on prevention, amplifying wellness, and learning what matters most to people. This is an exciting collaboration with the Johns Hopkins School of Nursing, University of Maryland School of Nursing, Morgan State School of Nursing, and Coppin State School of Nursing. The program has launched in the Johnston Square neighborhood in Baltimore.

The school is also **collaborating to staff five City Schools** across Baltimore City utilizing a school health nursing framework with one nurse at each school. This collaboration will ensure that fifteen (15) City Schools and over 10,000 students in Baltimore City will have access to nursing care within their schools. In addition to recruiting, hiring, and staffing nurses, all three higher education institutions will also be equipping designated schools with required supplies, and provide competency-based training aligned with the National Association of School Nurses (NASN) 21st century framework for school nurses.

OFFICE OF ALUMNI RELATIONS UPDATES – Jason Heiserman

UPDATE ON SESQUICENTENNIAL – Susan deMuth

WORKING GROUPS DISCUSSION – Jason Heiserman

See attached PowerPoint of each of the above topics.

There was not enough time to have breakouts, so they were postponed.

The group next moved to the Imagine Center for a networking session with students.

SATURDAY, APRIL 6, 2024

Facilitator: Mary Ann Dickson

Time Meeting Start: 10:15 a.m. (ET)

Meeting End Time: 12:15p.m. (ET)

BUSINESS AND EXECUTIVE COMMITTEE MEETING

WELCOME BACK

Mary Ann highlighted the previous evening's events, which included the All Alumni Dinner and a student arts showcase. She thanked Joe Yoon and Stephanie Talton who participated in the student showcase and Stephanie for also being part of the panel on feminism.

DEAN OF ENGINEERING ED SCHLESINGER

Dean Ed Schlesinger

In 2014, the WSE was the 40th engineering school with a \$400M budget. Today it's in the top 15 with greater FLI, ethnic and gender diversity. The objective is to be preeminent in the USA, and we anticipate an expansion with 80 new faculty members -- doubling the Computer Science and Electrical and Computer Engineering departments, adding 40 to Applied Math and 30 new Bloomberg Distinguished professors. It will become the largest engineering school in the country. Expansion includes infrastructure, academic computing, AI systems, architecture, 30 new staff and a new building complex behind the Agora building. It will be 700,000 gross sq. ft. and house 2,000 employees/students. We expect to have a transformational impact on the city and the region.

It will be a school of and for learners, not learned.

He cited examples of vision areas including the heart model and implantable defibrillators representing Hopkins' story of research leading to treatment. He also mentioned the enormous amounts of data generated by the Space Telescope and managing that and creation of 40 materials at the Stieff Building labs.

(These notes are pending verification.)

UPDATE ON SEARCH FOR ASSISTANT VICE PRESIDENT OF ALUMNI ENGAGEMENT

Chelsey Megli provided an update on the search of for Assistant Vice President. Alumni Relations is close to the heart of JHU. We have partnered with a national search firm, Lindauer and Associates, which has conducted similar searches for Yale, Duke, and USC. A search advisory committee includes staff members Krystle Ongaco, Jen Yeager, Ashley Sowell and Sharon Trivino. Judy Keen is involved in the process. The prospectus will be shared with the Council, who will have open sessions with the top two candidates. We hope to have an offer accepted by the end of June. The search will look at the alumni community and for someone who understands the dynamics of Hopkins and its graduate constituents, who is trustworthy, can build good internal relations, bridge the generations, and connect the varied types of alumni. If you have any questions or concerns, please reach out to Judy.

LEAD UP TO BREAKOUTS TO DISCUSS REIMAGINING ALUMNI ENGAGEMENT – SEE ATTACHED POWERPOINT

BREAK OUTS

Group 1 - Joe Yoon and Zoom Group; staff Marguerite Jones

- It's important to consider the alum's perspective - "What's in it for me?" In the past, alumni with college age children or younger, would support the University financially or by volunteering because they thought it would help with their child's chances for admission. Now that the legacy connection is no longer of value for admissions, how else can the University support alumni and their children. It was suggested that there be events for families, opportunities to bring the kids to campus, and to tailor events for kids of alumni. Offer more volunteerism opportunities for alumni and their children. Model how to volunteer.
- Don't lead with asks for financial contributions. Often this is the first communication from the university. When welcoming alumni, don't mention donation, provide non-financial ways to give back.
- Medicine alumni need to be exposed to the rest of the university.
- Have more alumni activities that bring Medicine, Nursing and Public Health grads together.
- Your company can be a way to engage. Do we have alumni networks within companies?
- Focus on personalization, connect people's talents.
- Focus on Gen Z alumni, who are so different.
- Have more engagement between alumni and the undergrads.
- Need to funnel all the opportunities on how to engage to one place – information needs to be centralized.
- WorkPlace – is a Facebook for companies
- In-person events are the way to engage alumni; online is more transactional.

Of the Working Groups that were listed, #10, Increase engagement in specific industry, was highlighted. Consider having alumni community specific to your vertical. More young alumni engagement was also highlighted.

Group 2 – Judy Keen; staff Erika Juengst

What does relevance mean to you as an alum?

- Impact – Know you have changed somebody's life
 - Student/Alumni experiences are very valuable
 - Student support can be a good entry-way to philanthropy (and engagement)
 - Especially if highlighting specific tangible programs
- Connection – Being able to be your authentic self and make personal/meaningful connections Self
 - This doesn't always have to be in the assumed buckets. Building on the BDP model, how can we better cross-pollinate alumni relations – divisionally, interest areas, and affinity.
- Understand differences – and engage them differently
 - Undergraduate experiences in some generations -- "I survived 4 years of hell – why would I want to get engaged?"
 - Making things better for the next generation and those behind you
 - This community is very connected to the people who went through the same experience, but not as connected to the institution as a whole
 - Can we change that narrative to focus on the positive impact made together?
 - Graduate Student Experience is more about the network, and showcasing opportunities available moving forward

Are there new ways you would like to be engaged?

- Use alumni as local ambassadors (for admissions, student engagement, and alumni networking)
- Storytelling is key –
 - Making sure alumni are hearing stories (like the compelling engineering heart story shared at the meeting) that would inspire affinity and philanthropy
 - Ask alumni to share a memory to be shared in newsletters
- Personalized engagement – use AI to identify and target communications
 - Reconvene/reimagine affinity groups – people who have shared interests, but the opportunity to also broaden the network
- Equity-driven initiatives – especially based on changing student populations (first generation, international, undergrad diversity)
- How are we engaging Online Students? (Are they invited to all regional events?)
- Balance between virtual and in person? In person is valuable
 - Transformational not transactional events, making sure there is better follow up connections between staff and attendees.
- Alumni council sponsored events or programs – Could this be a working group?

How should we measure relevancy?

- This should be fluid based on lived experience and ability to show up as your authentic self
 - Are we honoring who people are?
 - Cultural relevance – ensure there is inclusive design
- Hopkins being in people's mouth – students feel connected
- Making lasting connections (to people, to JHU, to programs)

Group 3 – Karina Lipsman; staff Gen Chawluck

For our Discussion:

- What does relevance mean to you as an alum?
 - Depends on age or how far removed you are
 - Younger may mean more social media or “what can you do for me,” or networking opportunities
 - Looking for some way to feel connected or to hold onto experience
 - Older may mean more service/mentoring
 - Access to opportunities to feel that you're making a difference
 - Changes over time/evolves
 - Upcoming events may also impact (new Bloomberg Center, Sesquicentennial, etc.)
 - Individual relevance is different from relevance at an institutional level
 - Relevance of the Alumni Council group is to evolve to continue supporting the priorities of the University
 - Relevance for graduate degree alumni is very different and very challenging
- Are there new ways you would like to be engaged?
 - “On-campus activities get me involved and engaged”
 - Participating in opportunities for higher learning/academics
 - More engagement with faculty

- Having more faculty speaking on cutting edge research and discoveries (like at the presidential regional event in NYC at The Shed)
- Giving back to the local community/Baltimore
- For alums who are further away from campus (like California), it's rarer to get the JHU "touch"; important to have more touch experiences with fellow alums and prospective/current students
- Future large-scale events for international alumni
- Overall sentiment is that engagement is a very broad term and means something different for each individual
- "Because I *didn't* have a lot of help/support when I was a student, it makes me want to be sure to give back so other students don't have the same experience" (pay it forward)
- One-on-one interaction with JHU staff (coffee touchpoints) or even alum-to-alum to make that connection back to what's happening on campus
- Does the current model focused on events and volunteer stewardship feel pertinent to you? If not, what would you change?
- What big ideas might you have for the industry of alumni relations? What might we be missing?
 - Mentoring program for students who have recently graduated
 - Using currently engaged alums to reach out to other alums to get them engaged or re-engaged
- How should we measure relevancy? How do we know we are providing value as an Alumni Association?
 - Do we track whether one touch point begets another? Once someone gets engaged in one way, how do we ensure that they continue to stay engaged?

Big ideas:

- Increase regional engagement
- Personalized interactions (but how is that accomplished?)
- Events continue to be relevant/pertinent
- Metrics: does one engagement touchpoint increase potential for further engagement?

What might be missing from alumni relations?

SUMMARY SESSION

Mary Ann thanked everyone for their engaging discussions. Due to limited time, report backs were not made, but will be reflected in the minutes and a follow-up session will be scheduled on Zoom.

Mary Ann invited all to the traditional crab cake luncheon, lacrosse game, Alumni Council Cocktail party followed by the Hullabalooza dance party.

Invitees:

Executive Committee			
First Name	Last Name	Title	Attendance
Mary Ann	Dickson	President	Attended
Judy	Keene	First Vice President	Attended
Brian	Fruchey	Treasurer	Attended
Claudia	DeCarlo	Secretary	Attended
Anika	Penn	Past President, Ex-officio	Absent
Mervat	Mina	Div Rep Business	Attended
Diane	Orlinsky	Div Rep Medicine	Attended
Nick	Hu	Div Rep Engineering	Virtual
Robert	Hitz	Div Rep Peabody	Attended
Fernando	Mena-Carrasco	Div Rep Nursing	Attended
Rosanna	Corbin	Div Rep A&S	Attended
Shelby	Kemper	Div Rep Public Health	Absent
Daniela	Kaisth	Div Rep SAIS	Absent
		Div Rep Education	Absent
Lou	Bartolo	Building Diverse Leadership, Co-Chair	Virtual
Joe	Yoon	Building Diverse Leadership, Co-Chair	Attended
Tim	Hsieh	Engaging Future Alumni, Co-Chair	Attended
Stephanie	Talton	Engaging Future Alumni, Co-Chair	Attended
Mary	Pei	Engaging Future Alumni, Student Co-Chair	Attended
Rhonda	Richetta	Operations, Co-Chair	Attended
Michael	Waters	Operation, Co-Chair	Attended
Phuong	Tran	Org Rep PRIDE	Attended
Lalita	Hamilton	Org Rep SOBA	Absent
Brandon	Ball	Org Rep SOBA	
Guillermo	Ortiz	Org Rep HOLA	Attended
Christian	Echevarria	Org Rep HOLA	

Alumni Council			
Lola	Adeyemi		Attended
F. Branden	Anderson		
Andrew	Arluk		Attended
Brandon	Ball		
Jane	Ball		Attended
Lou	Bartolo		Virtual
Hiroshi	Baensch		Attended

Janice	Bonsu		Attended
Susan	Borgos		Virtual
Patricia	Brown		
Francesco	Clark		Absent
Rosanna	Corbin		Attended
Emily	Dabish		
Brenda	Davis		Attended
Cheree	Davis		
Christian	Echevarria		Virtual
Craig	England		Attended
Youssef	Farag		Absent
Gregory	Fortsch		Attended
Bob	Garnet		Attended
Bettina	Gensollen		Absent
Rhonda	Glover Reese		Absent
Heidi	Gordon		Attended
Christine	Hale		Attended
Adam	Halper		Attended
Julie	Ho		Attended
Timothy	Hsieh		Attended
Braphus	Kaalund		Absent
Bill	Kirst		Attended
Christie	Kwon		Attended
Alysia	Lee		Absent
Karina	Lipsman		Attended
Iris	Lugo		Attended
Madeleine	McCartney		Absent
Fernando	Mena-Carrasco		Attended
Mona	Mohamed		Absent
Diane	Orlinsky		Attended
Michael	Perkinson		Absent
Ciro	Randazzo		Absent
Brian	Razzaque		Attended
Victoria	Richard		Absent
Rhonda	Richetta		Attended
Angelique	Sina		
Sita	Sonty		Virtual
Stephanie	Talton		Attended
Benjamin	Tang		Attended
Natasha	Yamaoka		Attended
Linda	Yau		

Joseph	Yoon		Attended
Staff Members			
Jason	Heiserman	OAR	Attended
Marguerite	Jones	OAR	Attended
Elena	Thompson	OAR	Attended
Jen	Kafka	OAR	Attended
Gwen	Harley	OAR	Attended
Erin	Jakowski	OAR	Attended
Divisional Reps			
		School of Education	Attended
Erika	Juengst	BSPH	Attended
		School of Nursing	Attended
Jamie	Seward	School of Medicine	Attended
Zanieca	Scott	Peabody	Attended
Lee	Gerstein	School of Engineering	Attended
Jennifer	Benson	Carey Business School	Attended
Philip	Bakerman	Carey Business School	Attended

Friday, April 5, 2024

9:00 am – 2:00 pm **Check in at the Welcome Tent** Decker Quad by Mason Hall

12:00 pm – 1:30 pm **Lunch with Student Grants Winners, FLI Students**
Glass Pavilion

2:00 pm – 3:30 pm **Alumni Council Business Meeting** Glass Pavilion

- 1) Welcome, Mary Ann Dickson, A&S '97, President
- 2) Secretary's Report, Claudia DeCarlo, Bus '15, Secretary
- 3) Trustee Updates, Mary Ann Dickson and Judy Keen, A&S '98, BSPH '02, Med '04, Vice President
- 4) Office of Alumni Relations Update, Jason Heiserman, Interim Asst. Vice President Alumni Engagement
- 5) Update on Sesquicentennial, Susan deMuth, Associate Vice President, Hopkins Sesquicentennial Celebration
- 6) Working groups breakouts and report back

4:00 pm – 5:30 pm **Student Alumni Networking Coffee Chat** Imagine Center

Optional Activities:

4:00 pm – 6:00 pm	Departmental Showcase	Decker Tent
6:00 pm – 8:00 pm	All Alumni Dinner	Decker Tent
8:00 pm – 9:00 pm	Arts Showcase	Shriver Hall Auditorium

Saturday, April 6, 2024

8:30 am – 10:00 am	President and Deans' Breakfast	Wyman Quad Tent
10:15 am – 12:15 pm	Alumni Council Bus. Meeting, Cont. 1) Welcome, Mary Ann Dickson 2) Dean of Engineering, Ed Schlesinger, Ph.D. 3) Update on Assistant Vice President search, Chelsey Megli, Executive Director Talent Management and Human Resources 4) Lead up to Breakouts, Jason Heiserman 5) Breakouts to Discuss Reimagining Alumni Engagement 6) Report back 7) Summary, Mary Ann Dickson	Hodson Hall 3 rd Floor
12:15 pm – 1:15 pm	Traditional Crab Cake Luncheon	Decker Quad Tent

Optional Activities:

2:00 pm – 4:00 pm	Lacrosse Game vs Penn State	Homewood Field
2:30 pm – 4:15 pm	Evergreen Museum and Library Tour	Shuttle from Mason
3:00 pm – 4:00 pm	Homewood Museum Tour	Homewood Museum
4:00 pm – 6:00 pm	Alumni Council Cocktail Party	Colonnade, Hopkins Room
6:00 pm	Dinner on your own Gather in Colonnade lobby to select dinner locations	
9:00 pm	Hullabalooza Dance Party	Decker Quad Tent

Sunday, April 7, 2024

11:00 am – 1:30 pm	Champagne Brunch	Decker Tent
11:00 am – 1:00 pm	Bagels and Brunch	Hillel
11:00 am - 1:00 pm	Pride Brunch	Gertrude's at the BMA