

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

**January 15, 2019**

**Location:** Conference Call

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

## **MEETING MINUTES**

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### **Welcome and Updates**

The President wished everyone a Happy New Year and referred to the Gallup survey that just went out and encouraged everyone to fill it out and encourage others to fill it out. Anika and Allyson attended the December Board of Trustees meeting, which focused on the new board chair Lou Forster, who has been a vice chair, is very experienced, and served on the APL and Medicine boards. He will take the helm in July following Jeff Aronson. The only other update concerns the Tampa Children's Hospital where the infant cardiology program has had difficulties. The University is addressing the situation and has retained an independent group to assess protocols. There is deep commitment to remedying the problem and preventing future ones. There has been great excitement about the Bloomberg gift that is ground breaking, will expand opportunities for students, and have a profound impact on making education affordable. The gift was received before January 1 and goes into action for the spring semester. Federal loans will be replaced with funding from this gift. This is an undergraduate student gift with immediate impact. Based on an algorithm, it works because we have scholarship endowments and current use funds. Tuition still goes up each year. \$50M of the gift goes to Peabody; the rest is for undergraduates of Arts and Sciences and Engineering.

Anika added that she participated in student life meetings and increasing the number of Pell grants will help us compete with our peers.

**Approval of November 13 meeting minutes.** -- The minutes were approved by unanimous vote.

### **Committee Reports –**

**Alumni Communities** – In the absence of the Chair, staff reported that meetings are scheduled for February, April and June to work on merging the findings of the Lifelong Learning (LLL) Task Force into the work of this Committee. The Committee will also look at integrating the strategic plan findings into its work. It was noted that alumnus Andy Arluk, who is not a Council member, will continue to be involved in this LLL effort and champion it since he has been engaged with his other alma mater, Wharton School, and its strong LLL program.

**Awards & Nominations** – The Co-Chairs reported that the preliminary discussion of the 90 nominations went smoothly. A new process was adopted this year, based on best practices, using an initial review team of three for each nominee to calibrate the findings and an additional two weeks for all members to complete final voting on all nominees. The Chairs noted the high level of accomplishments of the group of nominees.

**Communications & Outreach** – The Chair reported that the alumni survey is going out this week and online registration for Homecoming also started this week. The Committee’s first meeting is January 17. Staff reported that the next communications relate to the alumni survey through February 11, with social media, email, JHupdate, Hopkins Promoters and in the JHAA President’s New Year’s blog. The giving campaign launches March 15. There will be spotlights on the Alumni Council for February Black History Month. A redesign of GoHopOnline launches on February 22. March spotlights will be on Alumni Council members for Women’s History Month; guest bloggers will post in the President’s account; a communication on commencement will also go out. A University initiative about the JHED system will start and help manage the numerous emails explaining that this IT issue not an Alumni Association (AA) issue. Talking points will be provided when it is ready.

**Development & Finance** – The Chair noted that as of December 31, and gifts are not all in, that \$165,000 has been received or 45% of our goal. The November Giving Tuesday helped, and the Committee leveraged this day to secure Alumni Council gifts.

62% of the Council has given to the AA specifically, but we are striving for 100%.

Staff noted that the Executive Director of Annual Giving is leaving JHU. Most affected by her departure is the group of front line fundraisers who make up half of the office. The marketing/solicitation side of that office is less impacted, with mailings and solicitations to go out as planned. A deck of slides has been created for the Committee that can be updated for every meeting.

The Chair is working on a dashboard to share with the Development and Finance Committee and perhaps partner with the Communications and Outreach Committee.

**Key 3** – The Co-Chair reported that the Key 3 purpose is to develop communications within each division and between divisions. She acknowledged that Jay Lenrow was the impetus behind Key 3 and thanked him and past chair, Anika Penn, for their leadership and guidance during the past two years.

The updated Key 3 Committee membership list will be forwarded to the Committee. During the spring each division will hold its meeting and will report back to the full Key 3 Committee during the March 28 meeting.

**Student Engagement** – The Co-chair asked to formally change the name to Student and Alumni Engagement Committee to better reflect/emphasize the connections between students and alumni. A motion was made and approved. *Note: The Secretary determined that protocol for changing bylaws needs to be followed and is addressing the changes in a separate communication.*

We have formed a subcommittee to explore how we can tackle mentoring and networking efforts. Initial conversations with our group envisions a role of the Alumni Council serving as a portal for students and alumni. We can serve as the entry point (maybe through our website) that provides details and links to the mentoring/networking across the different schools. This would give access to programs that are both broad (across all schools) and those specific for one school.

GoHopOnline - we have been working for the past few years to increase sign up onto the platform. There have been increased comments on functionality issues. These should be addressed with these issues. A demo for the new upgrades was arranged for the Committee. It looks like the functionality

will be improved and there is an obvious focus on mentoring and connecting people through an easier format.

Virtual Article Club - The online club has been launched. There are over 100 people who have signed up. Several articles have been shared and short discussions have occurred. It is still early. Hopefully more will be engaged as it gets established.

Efforts have begun to solicit applications for the CaRING program. Students have been asked to share the link and talk about the program to those in their schools. Applications are due in early February and committee members will review them to select winners. There has been advertising across different media.

The Committee is working on selecting the graduation gift. Several options are being considered. We aim to have a decision by our February call.

There will be a possible rename of the BASIC luncheon.

**Student Grants** – One of the three co-chairs reported that of 145 applications, 92 grants were awarded, a record setting number. 92 is more than total number of applications in 2015. Three tiers – at full \$1500, 53%

The Committee last met in December. Start a few subcommittees to look at data and showcase successes; one on social media and event calendar distribution to alumni council, process improvement, one group submitted for 3 awards, how to deal with that.

The President suggested investigating other fundraising alternatives during Leadership Weekend. The Development and Finance Committee will discuss.

**Budget report** – The treasurer reported that about half of the current use fund goal has been raised. The Johns Hopkins Federal Credit Union proposal is in progress; expenses are tracking where they should be. The Alumni Council budget is over due to the awards dinner, which has been enhanced and upgraded to a higher level.

**Alumni Relations Update** – The Executive Director has been meeting with Vice Provost Farouk Dey about a mentoring task force. Jason Heiserman will be co-chair in this effort to develop mentoring opportunities for all nine schools. This partnership will give the AA greater visibility. Bryan McMillan has shared the Mentoring/Networking Task Force report with Farouk. *A copy of the Task Force report is included with the minutes.*

The Alumni Survey, run by Gallup, went out yesterday. Some of the feedback includes alumni questioning if this is spam; others are disappointed about the social identity questions or their past JHU history questions.

Part of the survey uses some specific questions required for the Gallup Purdue index about benchmarking. 4% filled out the survey on the first day.

**Alumni Council Pins** – Following the meeting, Bryan McMillan submitted this suggestion:

- Propose we introduce pin specifically for JHAC members.
- “Pinning Ceremony” to be held as part of New Member Orientation luncheon.
- Mass “Pinning Ceremony” for existing members to be held at first Morning Session or Dinner (might be too much for the latter).
- AC members would wear these at JHU events they attend and have one more means to “start the conversation” on staying engaged with the university.
- Design would meet University standards.

**New Business** – Anika and Allyson talked about how the Council had expressed interest in meeting in person, so given scheduling issues for this year, they will look at spring 2020 for a possible in person Executive Committee meeting in Baltimore or elsewhere.

**The meeting was adjourned at 6:29 p.m.**

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**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, 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; 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:** Bryan McMillan, Donika Hristova, Susan Kulik, Michael Pryzby Sonia Sarkar, Tony Spann, Leslie Procter, Jimmie Lou DeBakey, Jess Gill, Robin Ingram, Kim Sheehan, Sharon Trivino

Jennifer Benson,

**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 November 13 meeting minutes – 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 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. Alumni Council Pins – Bryan McMillan, Bus '00, '02
7. New Business

### ***Next Executive Committee Meetings:***

***March 12, 2019***

***May 14, 2019***

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