

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

**MINUTES
May 30, 2015**

Location: Henderson-Hopkins School

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

Meeting Start Time: 8:00 am (ET)

Meeting End Time: 4:00 pm (ET)

MEETING MINUTES

The President began the meeting by noting his efforts to communicate better and send out significant information to alumni. He typically includes an introduction and contextual framework for these communications. In addition, he has had JHAA social medial promotion cards printed up. He encouraged the Executive Committee to use social media to connect via Facebook and Twitter. He has been telling student groups about the cards and asking them to connect with the JHAA.

Both the President and 1st Vice President serve on the Board of Trustees, which has been dealing with significant issues affecting Johns Hopkins and many colleges around the country -- **Title IX and Clery Act**. The Department of Education now requires universities to have certain administrative positions and to provide training for some current administrators. This new cost to the university is approximately \$3 million a year. The University is also devoting additional resources to Title IX in terms of Board of Trustees' time and funds for legal fees. The University will have a policy that will be posted soon and shared with the Council. The Alumni Council will be asked for its input on the policy. The University has taken a novel approach to the adjudication of matters involving sexual misconduct by requiring the panel participants for a serious conduct violation hearing to consist of two trained administrators and one retired judge. It is expected that this will lead to a more equitable process. The University is also addressing alcohol-related behavior. There is a lot of student buy-in on the related issues of sexual misconduct and alcohol – 800 students have gone through bystander intervention training. Since freshman and sophomore year are the times when most trouble occurs, all new students will be required to take the bystander intervention training. Students and student-athletes have requested this training and want it to work. Faculty and staff who interact with students are also being required to get training.

The **Clery Act** relates to notification of various incidents. The University is reorganizing its notification processes to ensure that all notices are given promptly and effectively.

The **Academic Freedom Policy** has taken two years to publish and will be distributed soon. The alumni input that was received was considered the best from any of the constituent groups asked for input.

Hopkins decided to offer an academic series on race relations, entitled the **Race Forum**. The first program, which was scheduled for the night after the riots in Baltimore occurred, had to be postponed due to the City's curfew and for security reasons. Two days later it was held in daylight hours. Still available online, the forum provided a frank discussion of race relations that had previously been missing from the Hopkins experience.

The Henderson Hopkins School, which the Executive Committee toured today, is an example of what Hopkins can do for Baltimore. As President Daniels say, "Hopkins is not only in Baltimore – it is OF Baltimore." The Board of Trustees is discussing what more Hopkins can do for Baltimore, such as hospital-sponsored internship programs, a program for previously incarcerated individuals, and other efforts.

May 1 was the accepted-students deadline. Despite the violent events in Baltimore that occurred around that time, JHU maintained one of its strongest incoming classes.

President Daniels has emphasized Hopkins' inextricable links with Baltimore. He started the *President's Day of Service* held in the fall – with 100 sites around Baltimore and 1500 volunteers.

Hopkins in Action consists of community service projects held in various cities. A new Alumni Association Affinity Group has formed to organize public service activities and capture interest in helping communities, whether through field trips, panels, helping professional volunteers, or looking at social policy programs at Hopkins and beyond.

Peabody held pop up concerts in May in communities to help show the good side of Baltimore. This initiative was student driven. <http://hub.jhu.edu/2015/05/05/pop-up-peabody-concerts>

The Secretary described how the **Minutes** are processed with help from staff and the Officers. They are posted on the Alumni Association's public website. While there are different styles of minutes, he feels they should be primarily a communications tool, a way of telling alumni what the Council has been doing.

Upon a motion made, seconded, the minutes of the March 15, 2015 meeting were approved unanimously.

The Treasurer presented the proposed FY 16 **Budget**, asking for approval for two versions. Due to the University's tight budget and decreased federal grant funding, the gap funding provided by the University for the Alumni Association will be either \$100,000 or \$75,000 based on upcoming conversations with the University. When the Alumni Council reorganized to become a donation-funded rather than dues-funded organization, the Council and the University agreed to reduce and eliminate the University's contributions to the Council over a five year period. The FY16 budget goal for current use will be \$365,000, and the goal for the endowment will be \$100,000. It was noted that the endowment payout is made at a rate fixed by the Board of Trustees. The rest of the proposed Alumni Association budget will stay the same as FY15, except for the positive

effect of the Lenrow family \$5,000 grant to the Student Grants budget.

Upon a motion made and seconded, two alternative versions of the budget were unanimously approved, the only difference being the size of the gap funding contribution.

The 1st Vice President described two of the tools that assist the Alumni Council in terms of metrics and scheduling.

The purpose of the **Dashboard** is to set out the six strategic goals adopted by the Alumni Council and help measure progress towards achieving those goals. It quantifies activities over a six month period and shows the changes from one period to the next. It was suggested that a simpler format might enhance the utility of the dashboard as a tool. Some of the indicators are cyclical, so the time periods could be improved to be more meaningful. The following Executive Committee members volunteered to try to improve the dashboard: John Butterworth, Raquel Silverberg, Brett McCone, Harry Sax, and Nikolas Matthes. The 1st Vice President reported a notable increase in affinity group events. The number of donors of funds for current use by the Alumni Council is also increasing, and is an important metric to follow.

The second tool is the **Master Calendar**, which provides a sense of the activities and projects undertaken by the Office of Alumni Relations, the Alumni Association and the Alumni Council. It shows solicitations for funds, opportunities for organized communications, and dates for emails to the Alumni Council to ask for topics to discuss at the annual meeting. July 17 is the deadline for receipt of those topics. It was suggested that all the divisions' student orientation activities should be added to the calendar, and that the Alumni Association should have a visible presence at every one of those events.

Committee Reports

Alumni Communities

In the absence of the Chair of the Alumni Communities Committee, the staff reported on recent activities of the Affinity Groups. A new public service group and the L.A. AEME group bring the total number of Affinity Groups to 25. The third annual *Women in Business* conference took place in March with more than 100 participants and a Trustee as key note speaker. At the April alumni weekend, there were six affinity reunions including SOBA, Geeks Rock, Film and Media and LGBT. The staff next reported about recent regional activities: 150 events occurred over the last six months; our regional groups now cover between 60 and 70 cities; we held our first event in Hershey, Pennsylvania; and Tampa and Portland had successful events. Internationally, more is happening from Sri Lanka to Toronto to Nepal. The NCAA Tournament lacrosse frenzy included 15 game watches in different cities and a large turnout for the semifinals in Philadelphia, with buses provided. There is growing collaboration between Affinity and Young Alumni groups.

Awards and Nominations

The Awards and Nominations Committee chair presented a slate of 14 first term nominees and 10 second term nominees for the Alumni Council. The qualifications of this well-qualified and diverse group were discussed at length. After discussion, on a motion made and seconded, both slates were approved unanimously. The Committee's next task is to present a slate of Alumni Trustees to the Board of Trustees in late summer. The Chair encouraged members of the Executive Committee to help identify worthy candidates for the Alumni Council as well as for

awards, especially the Distinguished Alumni award. The Committee wishes to encourage every member of the alumni community to feel free to nominate deserving candidates, recognizing that membership in the Alumni Council is open only to those alumni who have already been involved in some capacity with the University and have demonstrated dedication and leadership and is not intended to be an entry level involvement with the University.

Development

In the absence of the Chair of the Development Committee, a committee member reported fundraising success with \$357,000 raised so far versus the goal of \$325,000 for current use funds. The final amount is estimated to be between \$365,000 and \$375,000. Cerulean Society income has lagged somewhat with \$80,000 raised so far versus the goal of \$140,000. \$100,000 is anticipated by year end. It was reported that participants at alumni events should be encouraged to give; that we should find a way to increase revenue from Amazon.com; and that the revenues from Liberty Mutual and Bank of America continue. Discussion followed about the giving patterns by Alumni Council members this year. Every member of the Alumni Council is expected to make a donation consistent with their means to the Alumni Association and the University every year.

Student Engagement

The Co-Chair of the Student Engagement Committee referred to the report that was included in the packets. The Committee is chaired by one alumnus and one student and includes one student from each division as well as Council members. The monthly calls have targeted three major actions: increase the impact of career services; examine Linked In; and determine the welcome and graduation gifts for students. After attending the cross-divisions career services meeting, the Chair realized there is not enough awareness of the activities of the Alumni Council and the Student engagement Committee and is now meeting with each division's career director to determine the feasibility of increasing alumni internships, utilizing a similar format as the Parents Intern Network (PIN), and exploring a Johns Hopkins Alumni Association volunteer student mentor program. Some committee members have participated in product demonstrations from Graduway, and Aluminati, which could both serve as alumni directories, networking opportunities, and mentoring platforms and integrate with LinkedIn. This year's graduation gift gifts will continue to be a business card holder, but with a new tag line, "Discover your alumni network." A travel coffee mug will be the welcome gift for new students with a card in it. It was suggested that a local vendor donate a free coffee card. *Coffee with an Alum* is a new venture that the Committee is seeking to implement. A QR code on the coffee card will direct students to a welcome page that will provide information about networking with alumni and the resources the Alumni Association provides to current students across all divisions.

Student Grants

The President thanked and introduced Amy Nagler, the new Chair of the Student Grants Committee, who reported on the Committee's recent work. 52 grants were awarded for an aggregate of \$62,500 in FY15. With the grant from the Lenrow family, which will continue for five years, the budget for FY16 will be \$67,500. The Lenrow annual grant of \$5,000 can be given to any group. Some new options for a web portal are being explored and expectations are to have a demo soon. Other priorities include forming a branding strategy; requesting pictures, videos, etc.; better marketing of the opportunities offered by the Committee to all the divisions;

and developing a standard year-end report.

Communications & Outreach

Paul Matlin and Anika Penn were introduced as the new co-chairs of the Communications & Outreach Committee. They cited many examples of uncommunicated information. We now have 200,500 alumni and 78,000 valid email addresses (does not include emails for the class of 2015). A general conversation ensued, the goal of which was to gather information from the Executive Committee, examine different metrics, and identify which communications to alumni should go out from the University, from the divisions and from the Alumni Association. A document was distributed showing some of the University's current communications vehicles. An overlapping and sortable calendar of all events is sought, perhaps with an App version. The Committee asked the members of the Executive Committee to suggest roles for the Committee to undertake.

Four breakout groups met to discuss three questions:

1. How is information received and disseminated by each division for its students, alumni and staff?
2. To what extent does each committee wish to share its work with the Council, the Alumni Association in general, students, others?
3. How can the C&O committee help each committee? Should C&O develop standards for communications? Should it serve as a clearing house?

The green group, led by Howard Adler, divided communications into external and internal types. External communications contain information from parts of the University other than the Alumni Association and are for recipients that may vary by each division. The Alumni Council could offer to share certain externally-sourced information with all alumni, such as the Peabody pop up concerts. He posed a number of questions: What information from the University and the divisions should be disseminated to all students and alumni? Is there a periodic list of items to share either by reaching out or passively posting on the Alumni Association website? What communications from the Alumni Council should there be – what would we like disseminated to students and alumni? Communications with an internal source include the committees' work. The committees generate much content. How do we share that with the alumni? Minutes are one way. Do committees want to have their own voice on the website or through other means? What can the Communications and Outreach Committee do to that end?

The red group, led by Paula Kent, reviewed the common ways we communicate - social media, events, email, etc. Awards and Nominations information could easily be communicated; it should be shared with the broader community. We could communicate better about what the other committees are doing. She suggested that we consider communicating "fun facts"; describe what student recipients are doing; and ask each committee to strategize about what they want to communicate and to put on the website.

The blue group, led by Nikolas Matthes, introduced the notion of the ability to opt in and opt out of emails. It is hard to know the origins of the many emails alumni receive and to differentiate among them. We could allow a customized email sign up and segment communications based on the huge generational differences in modes of communications. He asked, how do you maintain email, Facebook, and products that cross platforms? There are many systems that need to be integrated. We need a technical solution and to know what the obstacles are. There is great

variability with what should be shared with whom. How could we better disseminate the awards information - with videos? It was suggested that we find out how other similar schools with multiple locations and divisions handle their communications. We need to evaluate our communications across the board.

The yellow group, led by Brett McCone, remarked that the Communications and Outreach Committee should assist the other Alumni Council Committees and not deal with the University's communications. It should have a narrow focus on what the Council committees want to communicate by reaching out to the chairs and asking what are the two or three big things they want the alumni to know about. We need to consider what the message is and who we are trying to reach? The communications vehicles within each division are already formulated. We should deliver the content to each divisional representative and communicate with the Alumni Relations staff of each division.

The next steps for the C&O committee are to gather all of this information and meet to review it.

In closing, the President thanked the professional staff. He pointed out that at the Board of Trustees meeting Sam Lichtenstein rolled off the Board as the last Young Alumni Trustee, a program started by Milton Eisenhower. Executive Committee member Steve Mahinka, present today, was the first Young Alumni Trustee. The Young Trustees represented only Homewood. Today the Board model has changed and includes a student engagement committee with student representation from all divisions. The President thanked the three new committee chairs for taking on their roles. He asked everyone to be vocal about what the Council is doing right and wrong. The President noted that numerous course corrections have been made based on input from members. Each committee has to think about how to do its work better. The Steering Committee is serious about making things better.

He reminded everyone that the next Executive Committee teleconference meeting is September 8 and Leadership Weekend is October 9 and 10 and will take place at the School of Medicine.

He encouraged everyone to attend events in his/her town, engage with people, tell them about the Alumni Council, and to carry proudly the University's banner.

Meeting was adjourned: 3:29 pm

Invitees: Jay Lenrow, President; David Yaffe, 1st Vice President; LouAnn Conner, 2nd Vice President; Nikolas Matthes, Treasurer; Howard Adler, Secretary; Terri McBride, past president, ex-officio

Jonathan Bradley, Mindy Farber, Paul Matlin, Brett McCone, Bryan McMillan, Anika Penn, Paula Kent, Raquel Silverberg, Steve Mahinka, Harry Sax, Brett McCone, Jesse Jacoby; Susan Borges, John Butterworth, Matthew Rupcich, Amy Nagler, Chelsea Zhan (Student Rep)

Staff Members: Susan deMuth, Executive Director, OAR; Marguerite Jones, OAR; Patricia Conklin, OAR; Shaun Grahe, OAR; Elena Thompson, OAR; Gwen Harley, OAR; Jason

Heiserman, OAR; Krystle Ongaco, OAR; Jeff Koslofsky, OAR; Laura Savetti, OAR; Jen Yeager, School of Education; Margaret Hardt Frondorf, School of Advanced International Studies; Jordi Izzard, School of Advanced International Studies; Erika Juengst, Nursing; Debbie Kennison, Peabody; Leslie Procter, Peabody; Sara Rutstein, Carey Business School; Jimmie Lou DeBakey, Bloomberg School of Public Health; Tasmim Anwar, Whiting School of Engineering; Helen Kennelly, School of Medicine

Absent: Susan Borges; LouAnn Conner; Bob Fisher; Jesse Jacoby; Terri McBride; Chelsea Zhang; Andrea Jones, A&S; Morgan Martin, BSPH; Allison Wiles BSPH; Robin Hunt, SOM; Andrea Jones, A&S; Margaret Frondorf, SAIS

Facilitator: Jay Lenrow

Meeting Agenda:

1. Welcome and Updates – Jay Lenrow
2. Henderson-Hopkins Tour and Remarks – David Andrews
3. University Updates – Jay Lenrow
 - a. Title IX and Clery Act
 - b. Academic Freedom
 - c. Race Forum
4. Approval of March 15, 2015 Minutes – Howard Adler, Secretary
5. Treasurer’s Report – Nikolas Matthes, Treasurer
 - a. Budget Proposed FY16
6. Alumni Council Tools – David Yaffe, 1st Vice President
 - a. Dashboard
 - b. Master Calendar
7. Committee Updates
 - a. Alumni Communities: Mindy Farber, A&S '74
 - b. Awards & Nominations: Jon Bradley, BUS '09
 - c. Development: Bob Fisher, ENG '70
 - d. Student Engagement Committee: Bryan McMillan, Bus '00, '02
 - e. Student Grants: Steve Lascher, BSPH '96, '08
8. Communications and Outreach– Anika Penn and Paul Matlin, Co-Chairs
 - a. Strategy
 - b. Breakouts
 - c. Summary
9. Conclusion – Jay Lenrow (3:45pm)

Next Executive Committee Meeting Teleconference: September 8, 2015 from 5-6pm (ET)

