

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

**May 15, 2018**

**Location:** Conference Call

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

## **MEETING MINUTES**

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### **Welcome and Updates**

The latest news is that the men's lacrosse team won the big ten conference and both the men's and women's teams are in the NCAA finals. These wins have lifted spirits on campus. The men will play in the quarter finals on Sunday in Annapolis against Duke. The women play Navy in the first round in Baltimore.

The discussion about the University's attempt to have a fully armed police force continues. The trustees discussed it in March because the situation in Baltimore City continues to require increased security and action to be taken by the state legislature. The recommendation arose in a hurry and the reaction from the neighborhood resulted in push back. While the proposal has merit, the community wants more information and an explanation why the unarmed security around JHU is not the best. The proposal has been tabled and more work with the community is underway.

Allyson and David continue to suggest in trustee meetings that the Alumni Association be engaged when appropriate. For example, Provost Sunil Kumar, who serves as chief operating officer of the university, wants to improve the career center, and understands that more cooperation between the Alumni Council and the University in this area would be worthwhile. David and Susan DeMuth recently met with Sunil to emphasize how the Alumni Association can help the Provost improve career counseling for all students, improve their job prospects and provide mentoring. They expect good follow up to this meeting. The Provost also was quite interested in the lifelong learning initiative and had good suggestions. He is also excited about the survey and the strategic plan.

### **Approval of March 6 meeting minutes.**

The minutes were approved by unanimous vote.

### **Committee Reports**

#### **Alumni Communities**

Chair Sonia Sarkar noted the Committee held productive calls in the spring. They have focused on the idea of turning moderately engaged alumni into highly engaged ones through outreach and formal alumni programs.

They want to provide connective tissue and promote participation in GoHopOnline. She encouraged all Committee members to utilize it and make connections by establishing a profile and asking questions. There is potential for ongoing outreach and support. They want to provide up-to-date content, focus on

conversation around the alumni survey, and encourage people to use GoHopOnline. Everyone on the Committee will receive a toolkit.

### **Awards & Nominations**

Chair Jonathan Bradley reported that the Committee is completing the Alumni Council nominations part of its annual cycle. The Chair read the list of names of members being proposed for a second term. A vote passed to accept them.

There was discussion about the list of proposed first term members and striving for divisional balance as well as other types of diversity, particularly having more female members. It was noted that a longstanding practice/tradition has been to have the current leader of the Peabody Alumni Society serve on the Alumni Council. After substantial discussion, the Executive Committee agreed to add incoming Peabody leader, Braphus Kaalund, to the Committee's proposed list and then approved the list of new members including one alternate, Gary Laben. This result did not require current AC member and outgoing Peabody Alumni President, Elizabeth Berman, to step off the AC.

It was recommended that exit interviews term-limited and outgoing AC members be conducted, and that Committee members call newly invited members to encourage their acceptance.

It was noted that both the donation history and level of participation in Alumni Council activities of first term members should be considered when considering them for a second term.

It was stated that those going off the Council are typically thanked at the October Awards and Recognition Dinner and at the Annual Meeting and receive a gift.

### **Communications and Outreach**

Gwen Harley reported on behalf of the Chair Paul Matlin and gave a quick overview of some of the communications coming out before the end of the fiscal year. We will welcome 6,600 new graduates to the Alumni Association at graduation. There will be live tweeting at commencement and some ads welcoming them. David's blog post welcoming new graduates will go out soon.

The Committee is in the process of creating a resource guide for leadership weekend, a shortened print version, which was inspired by Tulane's version. The Alumni Council will be asked about what to include in the guide.

There is a new social media ambassador site, Hopkins Promoters, to increase our media reach. The platform for this site is called Social Toaster and was created by a JHU engineering alumnus. By earning points for prizes, Promoters are encouraged to forward Hopkins content to their network. Promoting the survey would be good. Council members should visit the site and become Promoters.

### **Development & Finance**

In the absence of the Chair, the Executive Director reported that the Committee recently met and discussed giving strategies implemented by the Office of Annual Giving and Alumni Council giving.

Though donations are \$70,000 behind the same time last year, it is hard to compare because the entire mailing/solicitation schedule has changed. Note that solicitation expenses also are significantly reduced by eliminating mailings to historically low-yield alumni groups. The redesigned approach involves targeting those schools that are most likely to give to JHAA. The May schedule includes two more email solicitations, a print mailing, then the May 18 #One Hopkins giving day. We will not know our final numbers until the close of the fiscal year. The Executive Director stated that regardless of any shortfalls, we will be covered.

May 18 is #One Hopkins, which is 24-hour day of giving. The entire community comes together to have 1,000 individuals show support for Hopkins with any gift amount to any designation. To achieve this historic goal, we have secured over \$1M in challenge gifts. We need your help to be social media advocates. A user manual was sent to all advocates, who are asked to post it to social media accounts. Three groups will be targeted. Even those who gave in FY18 will be targeted. Six messages will go out to each group. Based on number and timing of gifts, matching funds will be released.

### **Key 3**

Chair Anika Penn reported that she and her staff liaison have been working closely with Judie Mopsik, the committee's future chair, in order to ensure a smooth transition. Judie has been included in committee-related emails and phone calls beginning last April. It is her intention to ensure that the Key 3 Committee continues to work toward reaching the goals that were established for the committee approximately two years ago when it first formed.

The Chair has been actively engaging each Key 3 Committee member including students, alumni and divisional representatives. These individuals have been sent emails asking for their response to several questions. It is hoped the information gathered will help the committee leaders establish future goals and provide direction for future committee work.

### **Student Engagement**

Chair Mike Baltzell reported that the Committee met in March and is progressing with its programs including the BASIC event. The welcome gift is to be determined; they are looking at electing a new student co-chair since Eric Chiang is graduating. The Chair plans to meet with the Key 3 Chair to prevent overlapping activities. The caRING awardees included a nursing student who created a Facebook page about it. There are concerns about career services. The Chair referred to Engineering's Class of '17 Destination Report, which describes how new alums went on to full time employment or public service at a rate of 50% and 44% went on to grad school. There should be follow up to further track their career paths. The Chair thanked Eric Chiang for his good work as Co-Chair.

### **Student Grants**

Chair Amy Nagler reported that the recent months have been the slow period of their cycle. The Committee is working on a mock up for an app on the portal. Final reports are coming in from student groups that have completed their programs and the Committee will review them. They want to improve advertising on all campuses to increase awareness. In August they will open up the portal and the application process will begin. They welcome suggestions on how to spread the word about the grants program.

### **Ad hoc task force on Lifelong Learning**

The task force is still collecting data, but has done good work and is communicating with various offices on campus. The Chair opted to defer a report until the next meeting.

### **Ad hoc task force on Mentoring/Networking**

The Chair stated that he would send a written report to the Executive Committee.

### **Budget report and conditional approval of FY2019 budget**

The Treasurer referred to the budget, some of the changes, and noted the reduction in amount for solicitations. A vote passed to approve the preliminary FY19 budget as proposed, which will be ratified at the October meeting.

### **Office of Alumni Relations Updates:**

#### **Strategic Plan and Alumni Survey Update**

The Executive Director noted that the third internal meeting of the Strategic Plan took place May 14th. Council member Bill Kirst participated as an expert in change management. Part of the schedule is to share a draft of the Strategic Plan with internal leadership and then with the Council and other University stake holders.

The Gallup survey is scheduled to be launched in September.

Both the survey and the strategic plan are connected and will be carefully integrated.

#### **Balfour, Bank of America, JH Federal Credit Union (JHFCU)**

The Executive Director stated that the Balfour Gifts webpage is online and functioning, but we are waiting for the various school shields to be added to the logo options.

There will be updates with GoHopOnline and Graduway soon.

#### **Alumni Council Meeting**

The meetings will take place on the Homewood Campus October 12 and 13, with the Friday dinner at the B&O Railroad Museum Round House. Rooms have been blocked at the Colonnade. Staff will send out a save the date and hotel block information soon.

#### **New Business**

There was no new business.

**The meeting was adjourned at 6:28 p.m.**

*Next Executive Committee Meeting – September 13, 2018*

*Leadership Weekend:*

*Campaign Close – Thursday, October 11, 2018*

*Alumni Council Meeting – Friday – Saturday, October 12 – 13, 2018*

**Attending: Alumni :** David Yaffe, President; Allyson Handley, 1st Vice President; Anika Penn, 2<sup>nd</sup> Vice President; Nikolas Matthes, Treasurer; Bryan McMillan, Secretary; Jay Lenrow, past president, ex-officio; Phuong Tran, PRIDE rep, ex-officio

Michael Baltzell, Elizabeth Berman, Jonathan Bradley, Eric Chiang (Student Rep), John DeMaggio, Paula Kent, Steve Mahinka, Amy Nagler, Sonia Sarkar, 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; Arif Nuri, OAR; Lindsay Esposito, Krieger School of Arts & Sciences; Debbie Kennison, Peabody Institute; Jen Yeager, School of Education; Jordi Izzard, School of Advanced International Studies; Erika Juengst, Bloomberg School of Public Health; Sharon Trivino, Carey Business School;

**Absent: Alumni:** Auburn Bell, Donika Hristova, Paul Matlin, Brett McCone, Judie Mopsik, Yasmene Mumby Wesley Wood, SOBA rep, ex-officio

**Staff:** Jimmie Lou DeBakey, Bloomberg School of Public Health; Jess Gill, Bloomberg School of Public Health; Leslie Procter, Peabody Institute; Robin Ingram, School of Medicine; Mansoor Ali, School of Medicine; Katie Damaroda, School of Nursing; Kim Sheehan, Whiting School of Engineering; Jennifer Benson, Carey Business School; Kristian Castro, OAR William Archer, OAR;

**Facilitator:** Allyson Handley

**Meeting Start Time: 5:00 pm (ET)**

**Meeting End Time: 6:30 pm (ET)**

### **Meeting Agenda:**

1. Welcome and Update, David Yaffe, A&S '74 and Allyson Handley, Ed '75, '78
2. Approval of March 6 meeting minutes – Bryan McMillan, Bus '00, '02
3. Committee Reports
  - a. Alumni Communities: Sonia Sarkar, A&S '08, BSPH '13
  - b. Awards & Nominations: Jonathan Bradley, Bus '09
  - c. Communications and Outreach: Paul Matlin, Peab '70, '72, Bus '81, Engr '84
  - d. Development & Finance: Judie Mopsik, BSPH '99
  - e. Key 3: Anika Penn, SAIS '10
  - f. Student Engagement: Michael Baltzell, Engr '71, Eric Chiang, Engr

'18

g. Student Grants:

Amy Nagler, A&S '89

4. Ad hoc task force on Lifelong Learning - Allyson Handley, Ed '75, '78
5. Ad hoc task force on Mentoring/Networking - Bryan McMillan, Bus '00, '02
6. Budget report and conditional approval of FY2019 budget – Nikolas Matthes, BSPH '98
7. Office of Alumni Relations Updates– Susan deMuth
  - a. Strategic Plan and Alumni Survey
  - b. Balfour, Bank of America, JH Federal Credit Union
8. Alumni Council Meeting – Marguerite Jones, A&S '74, Bus '88
9. New Business

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