

THE JOHNS HOPKINS UNIVERSITY ALUMNI ASSOCIATION EXECUTIVE COMMITTEE MEETING

March 6, 2018

Location: Conference Call

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

MEETING MINUTES

Welcome and Updates

Since the President was traveling, the First Vice President welcomed everyone and stated that the Board of Trustees meets in a few days, so there are no updates at this time. The Second Vice President participated in a meeting in Washington DC.

Approval of January 23rd meeting

The minutes were approved by unanimous vote.

Committee Reports

Student Grants

The Chair stated that the Committee has been reviewing the process and simplifying the application by providing some example questions. It is a learning opportunity for students who, for the most part, are filling out their first grant applications. The Committee recently announced the Lenrow grant recipients and plans to expand their ad campaign to all campuses. The Chair invited other Committees to help announce the grants program, anytime and anyplace. Otherwise, this is the slow period in the grants cycle.

Action items: Expand ad campaign to all campuses; all Committees should help spread the word.

Alumni Communities

In the Chair's absence, the staff committee liaison reported that there are plans for strategic alumni to alumni outreach using the engagement score to create lists of alumni and target them for regular one on one outreach. The committee plans to use GoHopOnline to stimulate additional conversations and expand on the pilot program from last year. Some committee members will add comments to start conversations and others will work on the implementation, strategy and messaging of the effort. Some of the questions the committee is still thinking about include -- What will the different messages to each group be? How often will these communications happen? How do we approach questions of engagement with alumni who do not come to the university or events, and alumni who participated in online programs? The ACC hopes to have more to present at the next Executive Committee meeting.

Action items: Begin one-on-one outreach to targeted alumni.

Awards & Nominations

The Chair stated that the Committee met three times and reviewed approximately 120 award nominations. Newer Committee members had to get acclimated, but participation was great. The Executive Committee has received the list of proposed awardees and their bios. The Committee is

recommending almost the same number of awardees as last year – 56 – and has aimed for balance and diversity. The list was approved by unanimous vote.

The Committee's next task will be to review nominations for the Alumni Council that are due April 1.

Action items: Nominate someone to the Alumni Council by April 1.

Communications and Outreach

The Chair reported that the next newsletter will go out at the end of the month and the Committee will meet. Key 3 students have been surveyed about the best way to be contacted – students prefer email with social media as back up. Most want more face to face meeting with alumni. This ties into the Ad hoc task force on networking – there is a big need for mentoring.

The Chair stated that he felt the Key 3 Committee should work closely with his Committee particularly in the area of increasing divisional communication.

Action items: Increase divisional communication by working with the Key 3 Committee.

Development & Finance

The Chair reported that the Committee has not met since the last Executive Committee meeting. An extensive fundraising outreach is just getting underway. As of February, \$155,000 has been raised, which is \$18,000 more than same time last year, however with 223 fewer donors. Givecampus will be used to raise funds for student grants. Phonathon lists are pulled two weeks in advance, so it is possible donors might be called even though they made a recent gift. The Office of Annual Giving (OAG) will pull a report of LYBUNT (last year but not this year) and solicit them. The Chair reminded everyone to make an annual contribution to support the Alumni Association, not just one's school. Since we are no longer a dues organization, the Council members need to provide leadership in giving.

The Alumni Office will send a five-year report to each Council member showing what he/she has given by the end of April. Plans are to make this information available to Council members online, although this will be in cooperation with other offices within Development and Alumni Relations. A launch date has yet to be determined.

We want the JHAA to be in each individual's top three giving entities.

Action items: Send Alumni Council five year report of individual members' giving to JHU; support the Alumni Association by making a gift.

Key 3

The Chair reported that eight of the nine Divisional Key 3 meeting minutes had been received to date. The School of Medicine has been asked to send in their minutes as soon as possible. The Chair asked the Key 3 Committee members to review each divisional meeting minutes on their own. The Chair said these minutes will be sent to the Executive Committee members for their review in a few days. They can contact her or the committee staff liaison with questions.

The general discussion points for the meeting were to seek answers to the two questions directed at Student/Alumni engagement and Mentorship Programs in each division. What is your division doing particularly well? Where do you see room for improvement? The discussion points are included in the March 1 conference call minutes.

The Chair asked Bryan McMillan, Chair of the newly formed Ad Hoc Task Force on Mentoring/Networking, to report to the group the purpose and charge for the Ad Hoc Committee. Bryan asked the Key 3 Committees at each division to work with his group in order to help improve communication between alumni and students in all nine divisions. He will ask the task force members to contact Key 3 alumni members in order to gather more information in this area.

During the Student Engagement Committee report, the Committee Chair and student member wanted to make sure that their Committee and the Key 3 Committee are not overlapping efforts. They felt both Committees were serving a purpose. Key 3 was receiving student feedback while the Student Engagement Committee was getting increased student involvement. The Key 3 Chair felt both Committees could combine their efforts and she would follow up and contact Michael Baltzell to better define what each Committee is doing regarding increasing student engagement. One suggestion was to make sure the same students do not serve on both Committees.

Action items: See Addendum 1 at end of minutes; Chairs of Student Engagement and Key 3 should work together to prevent duplication of effort, and they should involve different students; Key 3 should also work with the Ad Hoc Task Force on Networking.

Student Engagement

The Chair reported that the Committee met twice and the Subcommittees are working on the six focus areas.

- caRing included 15 applicants with nine rings awarded; application wording is being discussed.
- The Ring program includes the April 26 reception on Homewood campus; student is working on the details.
- BASIC – want to have event in October and considering a spring event as well. They will use the same format in fall as last year with the Alumni Council's Saturday luncheon during Leadership weekend.
- Career services – less focus in this area.
- GoHopOnline has 13,000 users, 7,000 page views.
- The graduation gifts will be business card holders with information about GHO and a welcome to the Alumni Association.
- Language about the Alumni Association is being developed for commencement speeches.
- An online book club program is being pursued through alumni virtual network.

How this Committee and the Key 3 Committee fit together is being examined to prevent duplication of effort. Chairs of both Committees will address how to work together. They need to determine how each division picks students for these Committees. It is good to involve as many students as possible; we benefit from the student perspective

Action items: Chairs of Student Engagement and Key 3 Committees to work together.

Ad hoc task force on Lifelong Learning

This group will have its first meeting soon. Plans are to do an environmental scan about what each division is offering in this area, whether webinar or special interest program, or topical or skills learning. There is great variability across divisions. How can the Alumni Association be instrumental in identifying and promoting these programs? Lifelong Learning opportunities vary in depth and level and in delivery system. We also will look at what's currently on the Alumni Association's lifelong learning web pages – some are current and some are discontinued. We need to address how we want to provide some cross fertilization and provide links to the rich variety.

The members include:

Name	Affiliation	School	AREA
Allyson Handley (Chair)	Ed		
Judie Mopsik	BSPH		
John DeMaggio	Engr		
Paul Matlin	Peab		
Donika Hristova	SAIS		
Mike Baltzell	Engr		
Bob Garnet	A&S		
David Yaffe	A&S		
Tasmim Anwar	Staff	Engr	
Laura Hannon	Staff	A&S	Advanced Academic Programs - Odyssey, etc.
Elena Thompson	Staff	Central	Affinity Programs
Leah Murphy	Staff	Central	Maryland Regional Programs
Susan deMuth	Staff	Central	
Gwen Harley	Staff	Central	Communications
Marguerite Jones	Staff	Central	
Jen Kafka	Staff	Central	Admin. Support

Ad hoc task force on Mentoring/Networking

The Task Force has met once. It was established to review how the Johns Hopkins Alumni Association (JHAA) can most effectively participate and support the student (and alumni) mentoring and most effectively support ongoing efforts of the career centers and the divisions to effectively leverage our alumni base.

The objective of the task force to present its findings and recommendations at the October Annual Meeting.

To date:

- Identified Task Force members that understand the mentoring programs and networking efforts within the University, its divisions and within JHAA
- A Box folder has been established for storing collected data
- Each member has been tasked with the following:
 - Provide all their contact information
 - Share known efforts at their Division
- The Key 3 Committee and the Student Engagement Committee have been briefed on the Task Force's efforts

Next steps:

- Share Doodle Poll with Task Force members to lock down meeting cadence for the remainder of the effort leading up to the October Annual Meeting
- Complete inventory of known efforts to establish best practices and define existing gaps in the offerings

The members include:

Name	Affiliator	School	City	State
Jason Heiserman	Staff	Central	Baltimore	MD
William Archer	Staff	Central	Baltimore	MD
Jen Kafka	Staff	Central	Baltimore	MD
Jen Yeager	Staff	Ed	Baltimore	MD
Jordi Izzard	Staff	SAIS	Washington	DC
Kim Sheehan	Staff	Engr	Baltimore	MD
Sus deMuth	Staff	Central	Baltimore	MD
Marguerite Jones	Staff	Central	Baltimore	MD
Eric Chiang	Student	Engr	Baltimore	MD
Sonia Sarkar	Alumni	A&S/BSPH	San Jose	CA
Reggie Bannerman	Alumni	Nurs	Odenton	MD
Anne Gillman	Alumni	SAIS	San Diego	CA
Raimee Eck	Alum/stu	BSPH	Baltimore	MD
Natasha Yamaoka	Alumni	A&S	Fayetteville	GA
Sachin Shah	Alumni	Bus	Silver Spring	MD
Mike Pryzby	Alumni	Engr	Springfield	VA
Ajay Kaisth	Alumni	SAIS-Bol	Princeton	NJ
David Yaffe	Alumni	A&S	Arlington	VA
Bryan M. McMillan	Alumni	Bus	Columbia	MD

Both task forces are to deliver recommendations or progress reports by September 1 so we can move forward for the Annual Meeting.

Office of Alumni Relations Updates

Strategic Plan and Alumni Survey Update

The Executive Director noted that there are 12 steering committee members for the strategic plan and involves a variety of offices throughout the University. Two members are assigned to each of the six areas. They are collecting data about our status. They are partnering with Student Services Excellence Initiative (SSEI) group; capturing information for career, affinity, on and off online, early and young alumni engagement. An internal survey is in progress to collect data. Six vendors have presented proposals for the alumni survey, with the top two in negotiations with the Purchasing Department. Ultimately we will have to look at our structure to see if it matches the direction where the University is going. The Council will vet the strategic plan.

There was discussion about the order of events and why the survey was not first. There has been good momentum, and we don't want to slow down. The survey has to be in this fiscal year and the results will be in time to correct the course of the plan if indicated. The Council will have input on the plan. Had review last year. The key growth areas will not change but will be enhanced by the survey results. The survey will help us better understand the types of communications and programming that work and it might affect our on and off campus efforts. The alumni survey will be 16 min. long with an expected 8-12% response rate. It will last 2-3 weeks and be sent to all alumni for whom we have emails. There will also be a social media push.

Action items: Council to be involved in strategic plan and survey.

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

We are unable to terminate the Bank of America contract early because we could be subject to fees. September 1 is the first day we can send them a letter informing them that we plan to end the agreement. We met with the JHFCU and put forward a proposal for a \$100-\$125K sponsorship, which they are considering. The Balfour gifts contract has been signed and marketing will begin. The Alumni Association receives a 25% royalty on all sales. Here is a link to all the products which can be customized and ordered singly. <https://www.balfourgifts.com/shop/md/jhu.html>

Action item: Order a new JHU Balfour customizable gift.

New Business

The Executive Director referred to the letter from President Daniels describing the plans to partner with Baltimore City Police and have a department for JHU. The letter can be found at the end of the minutes in Addendum II.

The Roadmap for Diversity & Inclusion went out last week, and Committee members are encouraged to read it and send comments.

Action item: Send comments about the Roadmap for Diversity and Inclusion.

The meeting was adjourned at 6:21 p.m.

Next Executive Committee Meetings – May 15, 2018

Leadership Weekend:

Campaign Close – Thursday, October 11, 2018

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

Attending: Alumni: : Allyson Handley, 1st Vice President; Anika Penn, 2nd Vice President; Nikolas Matthes, Treasurer; Jay Lenrow, past president, ex-officio; Phuong Tran, PRIDE rep, ex-officio; Wesley Wood, SOBA rep, ex-officio

Michael Baltzell, , Elizabeth Berman, Jonathan Bradley, Eric Chiang (Student Rep), John DeMaggio, Donika Hristova, Steve Mahinka, Brett McCone, Judie Mopsik, Paul Matlin, , Amy Nagler,

Staff Members: Susan deMuth, Executive Director, OAR; Tom Calder, OAR; Marguerite Jones, OAR; Patricia Conklin, OAR; Elena Thompson, OAR; Gwen Harley, OAR;, William Archer, OAR; Jen Yeager, School of Education; Jordi Izzard, School of Advanced International Studies; Erika Juengst, Bloomberg School of Public Health; Leslie Procter, Peabody Institute; Sharon Trivino, Carey Business School; Katie Damaroda, School of Nursing

Absent: Alumni: David Yaffe, President; Bryan McMillan, Secretary; Auburn Bell, Paula Kent, Yasmene Mumby Sonia Sarkar, Shelby Wilkes

Staff: Jason Heiserman, OAR; Arif Nuri, OAR; Lindsay Esposito, Krieger School of Arts & Sciences; Debbie Kennison, Peabody Institute; Jimmie Lou DeBakey, Bloomberg School of Public Health; Jess Gill, Bloomberg School of Public Health; Robin Ingram, School of Medicine; Mansoor Ali, School of Medicine; Kim Sheehan, Whiting School of Engineering; Jennifer Benson, Carey Business School

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 January 23 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 forces on Lifelong Learning - Allyson Handley, Ed '75, '78
5. Ad hoc task force on Mentoring/Networking - Bryan McMillan, Bus '00, '02
6. Office of Alumni Relations Updates– Susan deMuth
 - a. Strategic Plan and Alumni Survey
 - b. Balfour, Bank of America, JH Federal Credit Union (March 6 meeting)
7. New Business

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ADDENDUM I

The Johns Hopkins University

Alumni Association

Key 3 All Division Call

1-March 2018, 5pm

Attending: Anika Penn Committee Chair, Tom Calder OAR Staff, Bryan McMillan- Chair of Ad Hoc Task Force on Mentoring/Networking, BSPH-Brett McCone, Justin Jacob; Carey-Sharon Trivino, Auburn Bell, Lianne Gage; SOE-Amanda Williams for Jen Yeager, Tony Spann/KSAS-Steve Mahinka; SOMed-Robin Ingram; Nursing-Kate

Damaroda, Mary Swanson; Peabody- Debbie Kennison, Elizabeth Berman; SAIS- Jordi Izzard, Donika Hristova; WSE-Tasmin Anwar, John DeMaggio, Eric Chiang

Committee Chair said that seven Key 3 Divisional Committees had sent in their minutes from their latest subcommittee meeting. She said WSE was going to meet on Sunday, March 4 and would send in their minutes after their meeting. SOM was asked to send in the minutes from their latest meeting as soon as possible.

Bryan McMillan led a discussion on the purpose of his Ad Hoc Committee. The committee intends to research the best mentoring/networking practices at all 9 schools. It intends to get students and alumni talking more. The Task Force members will contact the alumni members of the Key 3 committee to get more information. The committee intends to bring certain alumni back and get them more involved as they have been in the past.

The Chair said the meeting format was going to be changed for this meeting. Those on the call could review the minutes from the other Division's meetings to gather information on what was discussed during their Divisional meetings. Instead of reviewing those minutes, she felt it was important to have a general discussion on the two questions concerning Student/Alumni Engagement and Mentoring programs. What is your division doing particularly well? Where do you see room for improvement?

Student/Alumni engagement

- BSPH alumni are trying to work with each department in the division (there are 13 different departments) to figure out how to plug alumni in.
- Find alumni to serve as mentors. Want to share good ideas with the other departments.
- Met with SGA, what do the students want from an alumni engagement perspective
- What is scalable at the alumni council level
 - mid level - division level
 - grassroots - department level
- SAIS - alumni/student orientation event
 - Town halls twice a year between Alumnae relations and student body
 - Global careers (from career services) alumni reps work with students
 - Hold monthly happy hours to bring alumni and students together.
- SOM
 - Robin - virtual - alums sponsor a stethoscope for every student and provide advice to an incoming student
 - Students sent thank you notes
 - Actual ceremony was on FB
 - Question: Was there enough alumni involvement to make sure everyone got a stethoscope? Yes, there were more alums than students in need of stethoscopes.
 - Dine with a doc / molecules and a meal
 - JHU hosted 4 total dinners between MD and alums and PhD and alums
 - Some students stay with or have dinner with alums when they travel
 - Question: How do you track what happens afterwards? It's very difficult to track alumni/student engagement after an event. Currently they don't track whether there is follow up. That's an area for improvement.
- Carey - Sharon - work with the career development office and fill in alums where there is need w/r/t their initiatives
 - Students are matched with alumni they wish to connect with.

- Career treks
- Engineering - happens through the career office
 - Career night
 - Mock interview night
 - Have recently tried to engage with student groups to let them know that the alums are there and can help
 - annual pizza party with alums
 - Dean does 5-8 dinners at his home with students, faculty and alums
 - John - trying to expand beyond Baltimore-based alums to include virtual networking
 - trying to create a virtual space for interviews
- Krieger - Steve - KSAS is in a different position because it's mainly undergrad
 - What could be done better? Commission on Undergraduate Education is being redone now. Dean Wendland is heading it up and will be meeting with faculty, students, alum.. The students want more guidance on careers and engagement with alumni
 - Students use GoHopOnline to connect

Areas for IMPROVEMENT

- SAIS - Jordi - SAIS is just now starting a pilot mentoring program
 - SWAN is also piloting a mentorship program
- SOE - Tony - we've done a good job
 - Amanda -given that the school is 60% online, we struggle with how we meet and connect students and alums in that realm?
 - Mentorship program is five years old and we are working on moving to a more robust platform
 - How do I track them virtually? How well are the relationships going? Are both parties needs being met?
- Carey - has an underrepresented minority mentorship program
 - All of it is in person - would like to expand it to scale
 - Communication is currently very manual, want to move more online
- SON - Katie
 - Challenges are related to getting the word out; how to advertise that alumni are there to help students.
 - Want to partner with a nursing honor society. This org has a completely online platform. They would do the matching.

Chair said these were the beginning of some really rich discussions. We need to take the next steps in this area.

- Ad Hoc Committee could build a resource library to be shared by each division.
- SSEI Committee has begun to share information on better ways to serve students at all schools. Susan deMuth is on that committee and could share some of this information with all divisions.

ADDENDUM II



Dear Faculty, Students, and Staff:

Over recent months, we have shared with you information about safety and security efforts on and around our university and medical campuses, including the significant and growing investments in Johns Hopkins' own multifaceted security operations. We write to inform you of related developments at the state and city levels as we consider a new step for Johns Hopkins: establishing a university police department, specifically trained to meet the unique needs of a university environment.

The safety of our campus communities is a matter of utmost concern for Johns Hopkins, and the idea of a university police department has been suggested to us with increased urgency over the past year, given the challenges of urban crime here in Baltimore and the threat of active shooters in educational and health care settings. Johns Hopkins' current security program is unusual among its peers; almost every other urban research university, across the country and in Baltimore, has a university police department as part of its security operation.

Last fall, we undertook a series of visits to university peers in Philadelphia, Chicago, and Los Angeles, and we began to seek the advice of outside experts and to study the experience of university police departments. We also have been working closely with Baltimore Mayor Catherine Pugh and Police Commissioner Darryl De Sousa to explore new ways to support and strengthen the public safety strategies of City Hall and the Baltimore Police Department (BPD).

We wanted you to be informed early of this process, which requires both state and city approvals. As a first step, a bill is being introduced this week in the Maryland General Assembly that would give private colleges and universities in Baltimore City the authority to work with the BPD to create a university police department. This legislation is modeled after the existing authorization for police departments at public universities in the city, including the University of Maryland, Baltimore; University of Baltimore; Morgan State University; and Coppin State University. The department would be developed and implemented through a detailed agreement with BPD regarding the size, scope, training, and capabilities of a university police department in the same geographic area where we have patrols around our university and medical campuses.

We fully support this legislative effort as the start of a comprehensive process that must and will include extensive consultations with faculty, students, and staff across Johns Hopkins' university and medical campuses in Baltimore, as well as with our neighbors and with leaders at the community, city, and state levels. We see this as a critical opportunity not only to strengthen public safety in and around our campuses but also to build a model university police department that focuses specifically on the needs of our community and reflects contemporary best practices at universities with academic medical centers. We expect the department to uphold in every way the core values of our institution, including a deep respect for freedom of expression, a meaningful connection to our

neighbors, an unwavering commitment to equity and inclusion, and a promise of transparency and accountability.

Importantly, any university police department at Johns Hopkins would not replace our current public safety and security operations. Rather, university police officers would become part of our existing integrated security structure, serving in a complementary role to the employed and contract security teams serving on and around Johns Hopkins' university and medical campuses in Baltimore today. This kind of focused, highly trained, and multilayered security model has proved effective at urban peer universities, and we believe it could be of great benefit to the Johns Hopkins community.

We will keep you apprised as this important security proposal progresses. Please check the [Campus Safety and Security website](#) for more information and for upcoming opportunities to learn about this proposal and offer your valuable input.

Sincerely,

Ronald J. Daniels
President, Johns Hopkins University

Paul B. Rothman, M.D.
Dean of the Medical Faculty
CEO, Johns Hopkins Medicine