

The George Washington Alumni Association
Board of Directors Meeting
October 15, 2003
Minutes
As Approved: April 21, 2004

Members present: Bruce Ammerman, Sylvia Benatti, Kristen Betts, Jason Chautin, Edmund Collier, Patrick Dine, Robert Efrus, Pastor Farinas, Jeremy Gosbee, Kris Hart, Mark Hughes, Robert Kemelhor, Joseph Kiehl, William King, Lisa Kranz, Nicholas Lakas, Nicole Lang, John Manning, Kristy McDonnell, Eric Mendelsohn, David Moore, Alan Nadel, William Quinn, Tony Sayegh, Mary Helen Sears, Camille Stillwell, Ramona Stoltz, Karin Swenson, Christopher Young

Staff present: Scott Mory, Elaine Douglas, Stacey Martin, Jason Miller, Shannon Mouton, Marianne Oliva, Anita Pytlarz, John Rosser, Bruce Shatswell, Valoree Vargo, Kelly Williams

Guest: Robert Truelove

Approval of Minutes:

April 23, 2003 Board Meeting: Correction – Kris Hart was present. Approved as amended.

President's Report

Robert Efrus welcomed the new members to the Board and reviewed the agenda that he presented at the August barbecue. He expressed his support for the GWAA grant program and stated that it will continue. Robert reported that communication is a top priority and he looks forward to collaborating with university staff to enhance it. During his term Robert intends to build upon the internal advocacy effort initiated under Nic Lakas's Presidency. Robert introduced this year's Executive Officers: Kristen Betts, President-elect; Nic Lakas, Immediate Past President; Christopher Young, Treasurer; Sylvia Benatti, Secretary. He recognized Scott Mory, the new Executive Director of Alumni Programs. Robert introduced two guests who reported on their responsibilities:

Robert Truelove, Director of the GW Club

Robert directs the new management of the GW Club. Its new focus is less formal and it seeks greater interaction with alumni. Dues have been reduced to \$65.00 annually. Hours of business are: lunch Monday to Friday and special events. The River Horse Pub is open to the public from 5 p.m. to 2 a.m.

Valoree Vargo, Executive Director of Advancement, Constituent Programs

Reported that all systems are go for Colonials Weekend. More than 400 alumni and guests are currently registered. Among the 35 Alumni events slated for the weekend constituent reunions are receiving the best response. 50 student volunteers have stepped forward. Additional alumni volunteers are needed. 88 have registered for the Legacy Breakfast – over 50% of invite list.

Executive Director's Report

Scott Mory thanked the Board for giving time to share his goals. He presented his mission for the Office of Alumni Programs: To strengthen The George Washington University through programs for alumni to connect with their alma mater, including educational programs, social events, professional mentoring, and university advancement.

Scott outlined a reorganization of responsibilities within the Office of Alumni Programs:

Director of Regional Alumni Programs (Stacey Martin)

- plans, markets and directs regional programs for GW alumni
- develops a strategic approach to DC-metro area as a region
- regional focus on New York, Philadelphia, Boston, Chicago, Atlanta
- supports local efforts in Los Angeles, Miami, Phoenix, Raleigh-Durham
- liaison to GWAA Programming Committee

Director of Alumni Education Programs (Shannon Mouton)

- plans, markets and directs educational programs for GW alumni, both on campus and in different regions; as well as online educational programs
- plans travel programs, with an educational focus
- plans, markets and directs course audit program
- liaison to Mount Vernon and Columbian Women alumni associations
- liaison to GWAA Awards Committee

Director of Alumni Constituency Initiatives (vacant)

- plans, markets and directs programs to build a lifelong connection between the University and its alumni, with an emphasis on promoting philanthropy among the alumni
- develops program from freshman year through graduation, 5th and 10th year reunions
- coordinates 25th and 50th reunions, alumni emeriti
- identifies other segments of alumni population for social, educational and philanthropic activity
- coordinates SOTE

Director of Alumni Benefits and Outreach (Jason Miller)

- direct the alumni benefits program, including all affinity programs
- plan effective methods for communicating with alumni, with particular emphasis on the University's online community
- primary responsibility for overseeing the administration of the George Washington Alumni Association
- liaison to GWAA Bylaws and Communications Committees

Executive Coordinator (Elaine Douglas)

- administration of GWAA budget and accounts
- liaison to GWAA Budget Committee

Senior Secretary (Octavia Kelsey)

- will be assisting in the administration of GWAA

Executive Assistant (vacant)

- replacing Marissa Zuchelli, who retired this past Friday
- will be assisting me, as well as providing general support to the office

Projects for OAP/GWAA collaboration:

- Colonials Weekend Task Force – convened by Scott and Valoree Vargo: beginning with staff evaluations of CW'03, then incorporating representatives from the GWAA, other alumni groups as appropriate, and other University offices to plan Colonials Weekend 2004
- Online Community Task Force – convened by Scott and Andrea Marsh: beginning with review of current Community and incorporating representatives from the GWAA and other University offices to guide the development of the Online Community, including marketing, and the

addition of value-added components such as regional club pages, career mentoring (alumni-alumni, alumni-students), discussion/listserv capabilities, and online registration

- Affinity Programs Task Force – convened by Scott and Robert Efrus: have Office of Vice President & General Counsel pull together all salient documents (GWAA articles of incorporation, current affinity agreements, agreements between GWAA and University); reach agreement between University and GWAA for use of alumni databases, as well as budget commitments from GWAA for revenues generated by affinity programs; evaluate and implement additional affinity programs
- Alumni Recognition Task Force – convened by Scott and Eric Mendelsohn: develop program statements for DAAA, ASA, student/alumni awards, and consider proposals for additional recognition programs
- Budget Process Review – convened by Scott and Chris Young: evaluate GWAA budget process and explore ways to bring it more into line with the university calendar

In the future:

- Alumni Education Advisory Committee – convened by Shannon Mouton and a GWAA rep: beginning with Shannon researching existing GW educational programs and those of market-basket universities; develop plan for on campus, regional, online educational opportunities and an educationally-based travel program

Kristen Betts asked how the GWAA fits into the Mission statement. Scott affirmed a partnership between the GWAA and University and reported that the statement applies directly to the GWAA. Nic Lakas expressed hope that the GWAA remain an independent voice, stated the importance of the Association proving its value to deans and asked about a public affairs office to spread the word about alumni programs to campus publications. Scott agreed that communication to the campus community is important. Bruce Shatswell reiterated the importance of a partnership between the GWAA and the University and the strengthening of core benefits & communications.

President-Elect Report

Kristen Betts is preparing a survey of 10 market-basket alumni associations that will focus on major programs and how they work with students and groom them for alumni participation. Kris has been working with Alumni Programs staff, Case Western, and CASE (Council for the Advancement and Support of Education). She plans to report her findings to the GWAA and the University by February.

Treasurer's Report

Chris Young presented the FY 2003 report. The anticipated \$31,000 deficit did not materialize because Colonials Weekend 2003 expenses will be paid during FY '04. Balance Sheet: one 2003 student award is outstanding. Chris presented the FY 2004 Budget and noted that \$30,00 has been set aside for Colonials Weekend as a show of good faith. The budget reflects a small surplus. Chris thanked Elaine Douglas for her help and recommends consolidating the Riggs account into the Merrill Lynch account.

John Manning asked if the GWAA maintains a checking account. Chris reported that it does, and that staff in the Alumni Programs office is authorized to write checks from it on behalf of the GWAA. Jeremy Gosbee moved to approve. Camille Stillwell seconded. Approved by voice vote.

Student Association

Kris Hart, SA President announced the creation of a student group Council of Presidents, the implementation of ASK George, a student outreach effort, and his sponsorship of six farmers markets on the Kogan Plaza. A fundraising effort - a coupon book for local merchants – will complement the SA's \$1.3 million budget. The SA is actively participating in the effort underway to consider the

proposed alternative academic calendar (a 4X4 credit system plus a mandatory summer session for all rising Juniors) and is paying special attention to its affect on student life. Feedback about the system is welcome and is due by Nov 1 to altcal@gwu.edu. Other initiatives include creation of a “Dummy’s Guide to Student Activities”, “GW Votes” – an effort to register all students to vote and increasing awareness about responsible drinking in the wake of increased drinking-related hospitalizations.

Programs Committee

Jason Chautin reported that 130 alumni and guests attended an Orioles game and 138 are registered to attend Mama Mia at the National Theatre. Programs under consideration for ‘03/’04 include the Producers at the Kennedy Center, a family event at Dave & Busters, a Capitals Game and participation in flag football and volleyball leagues. He’s seeking to develop a master calendar.

Awards Committee

Eric Mendelsohn announced the Committee’s nominees for the 2004 DAAA and ASA. Distinguished Alumni Achievement Award: In addition to three (Rosenberg, Shore, and Steenland) who were unable to accept in person last year and are held over the Committee nominates: Nancy Jackson and Allyn Kilshiemer. Alternates: Young-Sook Kim and Christine Siedman. Alumni Service Award: The Committee nominates: Marilyn Gowing, Robert Kemelhor, Joseph Kiel and Bill Quinn. Two alternates were selected (Note: one alternate was disqualified due to being a member of GW faculty).

Eric Mendelsohn presented the nominees as a motion. Jason Chautin seconded. Motion approved.

Alumni Trustee Recommendation Committee

Alan Nadel reported that the Board of Trustees is considering revisions to its Bylaws that may affect the number and terms of Alumni Trustees.

Communications Committee

Jeremy Gosbee reported that he is collaborating with staff on communications issues. He made a call for new members.

ByLaws Committee

John Manning announced that the changes approved at the March meeting are being incorporated into a clean set of ByLaws that will be provided at the next meeting.

Council of Alumni Presidents

Nic Lakas sees the Council as a “cabinet” to the current president and recommended that the purpose of the Council and its Chair should be reviewed.

Discussion

- Bruce Shatswell invited the Board to tour the hospital during CW after the Saturday BBQ.
- Karen Swenson noted that the Virginia Campus offers seminars on proper installation of car seats and recommended that this be mentioned in the E-Wire and be made an alumni program.

Adjourned