

**The George Washington Alumni Association  
Board of Directors Meeting  
February 4, 2004  
Minutes  
As Approved: April 21, 2004**

Members in attendance: John Manning, Jeremy Gosbee, Jason Chautin, Alan Nadel, Nicholas Lakas, Eric Mendelsohn, Robert Efrus, Marlynne Brown, David Cleary, Edmond Collier, Patrick Dine, Allan From, Stanley Grube, Robert Kemelhor, Issa Khozeimeh, Joseph Kiehl, William King, Nicole Lang, Kristy McDonnell, Ramona Stoltz, Karin Swenson and Kristen Betts

Staff in attendance: Scott Mory, Jason Miller, Shannon Mouton, Joe Bondi, Stacey Martin, Elaine Douglas, Lisa Kranz, Marianne Oliva, Anita Pytlarz, and Bruce Shatswell

Guest: Joseph Hall

- Rob Efrus, GWAA President, called the meeting to order at 6:30 p.m.
- The president welcomed new members Marlynne Brown and David Cleary to the board and presented them with their GWAA pins and binders.
- President Efrus announced the departure of Beverly Bond, Vice President of Advancement, on or around February 20, 2004.

**President's Report**

- In November, he met with the university president and among other things, discussed the relevance of the GWAA to the university. They discussed several suggestions for the GWAA to become visible on the campus: an annual report, events during Senior Week, and a presence during Colonial Inauguration. They also discussed the process for nominating Alumni Trustees and giving the Board of Trustees a slate to choose from versus a name of the person to serve.
- He reported that a process is underway to evaluate how the university and the GWAA relate to each other, which may result in a realignment to better serve the mission of the university and develop a more vital relationship.
- The president noted that he had asked for a list of affinity proposals in October 2003, and to date had not received it from the Office of Alumni Programs. He noted that the executive director had apologized for not having the report ready in a timely manner, but said a comprehensive outline of the proposals, including a summary of current programs, analysis of market-basket school programs, and the list of proposals, will be ready by the end of February.

**President-Elect's Report**

- The president-elect presented the completed survey instrument. She noted that it is important to learn the best practices to further define the mission of the GWAA and to facilitate a more efficient relationship with the university.
- She said that of the eight schools asked to participate, so far, five had agreed to take part in the survey.
- She anticipates having a full report of the April meeting in order to begin developing a strategic plan for the GWAA.

**Treasurer's Report**

(The treasurer was not in attendance; Elaine Douglas gave the report on his behalf.)

- The balance in the Riggs account is \$284,141.

- She noted on page 3 of the report, an adjustment to the MBNA royalty from \$100,000 to \$25,000.
- The budget currently shows an operating deficit of \$20,000 based on approved expenses for this year.

#### Guest Presentation – Joseph Hall, Assoc. Vice President for Advancement

- He said Beverly Bond had resigned to take the position of Dean of Strategic Planning and Advancement at Rhodes College in Memphis.
- During her time at GW, VP Bond has worked to better the integration of the office of alumni programs and department of development into the Division of Advancement.
- He went on to talk about fundraising activity. He noted this post-campaign period is a time of preparation for the next large-scale campaign in a couple of years.
- He said that the next three years is allowing donors to finish paying off Centuries Campaign pledges and to lay the infrastructure for the next campaign.
- He said that by the end of the calendar year, the university had raised \$29 million.

#### **Executive Director's Report**

- The executive director introduced the new staff and outlined staff responsibilities.
  - Jason Miller – alumni benefits and outreach, GWAA administration, and the on-line community
  - Stacey Martin – alumni regional programs, treating DC as a region
  - Shannon Mouton – alumni education programs, formalizing lifelong learning programs
  - Joseph Bondi – alumni constituent initiative, “Freshmen to 10<sup>th</sup>,” and the senior class gift
  - Kelly Bosma – new executive assistant with the office
- He discussed new initiatives for the office including, expansion of the on-line community, programming for DC as a region, and working with the awards and alumni trustee committees.
- He gave two dates for upcoming events.
  - March 31 – President and Mrs. Trachtenberg are hosting a reception for the GWAA Board
  - April 20 – President Trachtenberg is hosting a DC Alumni reception

#### **Program Committee Report**

- Jason Chautin gave the report on behalf of the committee, which consisted primarily of a list of upcoming events.

#### **Awards Committee Report**

- Eric Mendelsohn gave the report on behalf of the committee.
- He said a subcommittee comprised of Bill King, Sylvia Benatti and himself have been working on program statements for the awards to be ratified at the April meeting.
- He noted that planning has begun for a revamped DAAA celebration, which is now a brunch at the Madison Hotel (15<sup>th</sup> & M Streets, NW) from 11:00 a.m. to 1:30 p.m. on Saturday, May 15, 2004.
- He said the ASA would be given in a ceremony on June 9, 2004 following the GWAA Annual Meeting.

#### **Alumni Trustee Recommendation Committee**

- Alan Nadel presented the report on behalf of the committee.

- The Board of Trustees had asked for a slate of proposed alumni trustees to choose from. The committee proposed the following slate for Alumni Trustees and Recent Alumni Trustees, respectively: John Buckley, Alan Fromm, and Stan Grube, and Kristy McDonnell, Nicole Norfles, and Heather Malkin.
- The president commended Alan for his leadership with the committee. The president then asked for a motion to accept the report of the committee and the resolution, outlining the committee's actions in choosing a slate of nominees.
- Bill King so moved and Ramona Stoltz seconded. Stan Grube, Alan Fromm and Kristy McDonnell recused themselves from this vote.
- The motion was carried by voice vote.

### **Council of Presidents**

- Nic Lakas reported on behalf of the Council of Presidents.
- He said the Council would meet once the relevance, role and focus of the group were determined.

### **Communications Committee**

- Jeremy Gosbee gave the report on behalf of this committee.
- He said there were two initiatives the committee and the Office of Creative Services are presently working on: a redesign of the E-Wire, to include a name change to "Colonial Cable" and expansion and relaunching of the on-line community.

### **By-laws Committee** (The chairperson had to leave early; Scott Mory gave the report on his behalf.)

- The Executive Director noted the committee would work to change the by-laws to reflect the changes in the alumni trustee selection process.

### **Nominating Committee**

- Nic Lakas reported the committee would meet soon to discuss the 2004-2005 slate of officers.

### **Old Business**

- The GWAA received two grant proposals, a joint request for \$5,000 from the Mount Vernon Alumnae Association and The Columbian Women for the Women's Leadership Conference and \$1,500 from the Hatchet Alumni for a 100<sup>th</sup> Anniversary reception, which were approved by the Executive Committee.
- The president called for a motion to approve the grant requests.
- Jason Chautin so moved and Issa Khozeimeh seconded; the motion was carried by voice vote.

The meeting was adjourned at 7:30 p.m.

Respectfully submitted,  
Shannon R. Mouton, MVC'90  
(On behalf of Sylvia Benatti)