

**The George Washington Alumni Association  
Board of Directors Meeting  
December 1, 2004  
Minutes  
As Approved: February 9, 2005**

Members in attendance: Sylvia Benatti, Kristen Betts, Jason Chautin, David Cleary, Edmond Collier, Richard Crespin, Robert Efrus, Carol Engel, Pastor Farinas, Alan From, Marc Goldsmith, Jeremy Gosbee, Stanley Grube, Mark Hughes, Stuart Kassan, Issa Khozeimeh, Eugene Lambert, Cameron MacKenzie, John Manning, Kristy McDonnell, Jonathan Pompan, Tejbir Phool, Tony Sayegh, Nicole Speulda, Camille Stillwell, Phil Tahtakran, Sean Walsh, and Chris Young. *Via teleconference:* Marlynne Brown, Alan Nadel

Staff in attendance: Scott Mory, Karen Ancillai, Joe Bondi, Kelly Bosma, Elaine Douglas, Rachel Kasmir, Rebecca Leonard, Stacey Martin, Jason Miller, Shannon Mouton, and Mark Roberts

Members not in attendance: Bruce Ammerman, Alex Barsed, Irene Brahmakulam, Jose Brito, Penn Chabrow, Jay Cohen, Patrick Dine, Jennifer Hertzberg, Dennis Kain, Joseph Kiehl, Nicole Lang, Jeanette Michael, Eric Mendelsohn, David Moore, Alexia Morrison, Audrey Plonk, Bill Quinn, Anna Samedova, Ramona Stoltz, Breanna Templeton, and Omar Woodard

President Kristen Betts called the meeting to order at 6:21 p.m. in the Jack Morton Auditorium, Media and Public Affairs Building.

Special Guest – Coach Karl Hobbs, Men’s Basketball.

**Approval of the Minutes**

- David Cleary moved to approve the minutes. The motion was seconded and carried by voice vote.

**President’s Report**

- President Betts reported that a presentation of the President’s and Officers report will be provided for BOD meetings.
- Betts discussed her recent report to the Board of Trustees:
  - Introduced the idea of Annual Fund Co-sponsors.
  - Informed the Board of the GWAA’s goal to achieve 100% contributions by the GWAA Board of Directors by May 1, 2005.
  - Talked about a GWAA endowment for Spring 2005.
  - Introduced GWAA Initiatives and the “Dinner with Alumni” program.
  - Reported overwhelming support from the Board of Trustees, President Trachtenberg and the Chairman.
- Betts introduced Rebecca Leonard, new Medical Center Alumni Relations staff member and Sylvia Benatti, a new representatives from the Mount Vernon Alumnae Association.

### **Treasurer's Report**

- Treasurer Richard Crespin reported that the budget had been finalized and approved and that the Finance Committee was seeking to consolidate the Association's accounts.
- Crespin reported a request for an additional budget allocation of \$5,000 for the purpose of supporting the Women's Leadership Conference. David Cleary moved that \$5,000 be allocated for the Conference in Fiscal Year 2004-05. The motion was seconded and carried by unanimous voice vote.

### **President-Elect's Report**

- President-Elect Chris Young reported that over 100 Alumni attended the New York alumni event with President Trachtenberg, and that he considered it a worthwhile investment to continue such events, as attendees were eager to get involved.
- Young noted that there was a need to establish formal roles for the Past President and President-Elect; he planned to develop a recommendation and present it to the Board when completed.
- Young also reported that he plans to engage the dean of each school in a discussion as to how best utilize and develop the school-based alumni associations.

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

#### ***Announcements***

- Executive Directory Mory announced the establishment of the Potomac Society, an organization composed of GW faculty and staff who have earned GW degrees. This group consists of 800 full time faculty and staff, as well as 400 part time faculty and staff.
- The Annual Fund is closing out its final appeals of the calendar year and will report to the Board on the progress of the Annual Fund at its February meeting.
- Mory has proposed, and President Trachtenberg has agreed to, a change in the 50th Reunion starting this year. The Class of 1955's 50th Reunion will be held during Commencement weekend and merged with the class' participation in the Commencement ceremony.
- Mory noted that he has hired a part-time employee to help with reunion planning.
- The 5th, 10th, and 25th Reunions will be held during Colonials Weekend '05. Board of Directors members David Cleary, Rob Efrus, and Chris Young are all co-chairs of their respective class reunions. Initial letters announcing their reunions are being mailed this month to all reunion classes.
- A new Vice President for Advancement has not been hired yet. Mory noted that he would notify the Board as soon as an announcement is made.
- Mory thanked all GWAA Board members and all alumni volunteers for their efforts during this past year.

#### ***"Colonials For Life" presentation***

- Mory shared a presentation that he developed this fall for the University's Service Excellence Core Group, an internal group in which he participates. The presentation consisted of ways the University and the GWAA can apply Customer Relations Management ("CRM") practices to maximize the effectiveness of programming and to present opportunities for alumni to reconnect to GW in a variety of meaningful ways.

Mory presented a comparison of traditional vs. CRM views of student/alumni relations and highlighted the GWAA's role in helping alumni invest in the University.

- Rob Efrus recommended that a School of Business class be asked to conduct a case study on this subject as a class project.
- Marc Goldsmith suggested that the concept of alumni investment in GW be included in the GWAA's mission statement.
- Gene Lambert suggested that the presentation is a good overview of CRM in alumni relations from the point of view of the University administration. The draft mission statement most clearly reflects the GWAA's role in the alumni relations process.
- Stuart Kassan noted the importance of branding a University's identity among alumni, and particularly the opportunity to take advantage of GW's location to bring alumni to campus when they're visiting DC. Alumni could be encouraged to visit campus by being provided access to campus facilities, particularly computer access. Mory noted that he has been thinking about establishing a hospitality center on campus for alumni. Mark Hughes suggested an effective course of action would be to make a formal proposal to the Board of Trustees. Kassan and Mory agreed to discuss such a process.

## **Committee Reports**

### **Student-Alumni Programs Committee**

- Committee Chair Nicole Speulda sought ideas for the "How do I become a..." series and made a call for volunteers for Midnight Breakfast, which will take place on December 8 from 10:00 p.m. to 12:30 a.m.

### **Programs Committee**

- Committee Chair Jason Chautin announced that 75 tickets to the musical *Movin' Out* had sold out within a week. The GW Alumni Flag Football team has compiled a 7-2 record and the Basketball and Volleyball teams will start practice soon. Chautin announced that Colonial Tailgaters would resume with the start of the new basketball season; including one on February 20, which would be followed by a special "alumni day" basketball game. The DC Career Networking night will be held on February 23. The Programs Committee is working on developing a trip to the National Museum of the American Indian, a ski trip, ice-skating on the Mall, a scotch tasting event, and a trip to see the musical *Rent*.

### **Awards Committee**

- Committee Chair Marlynne Brown presented the slate of nominees for the Distinguished Alumni Achievement Awards. Jason Chautin moved to approve the slate and thank the Committee for its work. The motion was seconded and carried by unanimous voice vote.
- Brown then presented the slate of nominees for the Alumni Service Awards. Gene Lambert moved to approve the slate. The motion was seconded and carried by unanimous voice vote.
- Brown announced the award dates: DAAA – Saturday, May 21, 2005; ASA – June 6, 2005.

### **Trustee Recommendation Committee**

- Committee Chair David Cleary presented the slate of nominees for Alumni Trustee. Marc Goldsmith moved to approve the slate. The motion was seconded and carried by unanimous voice vote.

### **Education Programs Committee**

- Committee Chair Camille Stillwell announced that an Alumni Authors series will begin in January, that registration for the Spring '05 Alumni Course Audit Program will begin in early January, and that a day-long Career Seminar with Professor Sal Divita was well received and attended. She also reported that six alumni travel tours were being planned for 2005, and that the committee had decided to create a survey soliciting education program ideas.

### **Special Reports: Strategic Planning Committee**

- Committee Chair Alan Nadel and member Jonathan Pompan reported on the development of the GWAA's Mission Statement. Pompan reported that the committee had elected to poll the Board membership about the current mission statement. A brief synopsis of the results showed that: 61% of respondents were satisfied with the current mission statement; major areas include building relationships, expressing concerns to the University and recognizing alumni achievement; connecting with students is the biggest need; 75% of respondents provided text-based feedback. Pompan noted that he would conduct a detailed analysis of the results and present them at the next Board meeting.

### **Old Business**

- There was no Old Business.

### **New Business and Roundtable Discussion**

- Marc Goldsmith commended the University for the success of Colonials Weekend 2004.

### **Adjournment**

David Cleary moved to adjourn the meeting. President Betts accepted the motion without objection, and the meeting was adjourned at 7:45 p.m.

Respectfully submitted,



Jeremy K. Gosbee  
Secretary

*Prepared by: Kelly Bosma and Jason Miller*