

THE GEORGE WASHINGTON ALUMNI ASSOCIATION
BOARD OF DIRECTORS MEETING
OCTOBER 20, 2005
MINUTES
AS APPROVED: DECEMBER 7, 2005

Board Members in Attendance: Jeffrey Akman, Joseph Baca, Kristen Betts, Cheryl Bolding-Gunn, Penn Chabrow, David Cleary, Richard Crespin, Debby Demaree, Laura Downs, Carol Engel, Marc Goldsmith, Jeremy Gosbee, Issa Khozeimeh, Jeannie Lesko, Cameron MacKenzie, John Manning, Jeffrey Marootian, Eric Mendelsohn, Melissa Nachatelo, Alan Nadel, Tamara O'Neil, Tejbir Phool, Audrey Plonk, Jonathan Pompan, Breanna Templeton, Debbie Wheeler, Chris Young.

Board Members in Attendance (conference call): Alex Barned, Jay Cohen.

Board Members in Attendance (reception only): Allan From, Jeanette Michael, Tony Sayegh.

Members not in attendance: Sylvia Benatti, Marlynne Brown, Edmond Collier, Pastor Farinas, Sebastian Filgueira, Jeffrey Flaks, Jennifer Hertzberg, Mark Hughes, Stuart Kassan, Joseph Kiehl, Eugene Lambert, Gerald Lazarus, Kristy McDonnell Ortiz, Bill Quinn, Anna Sevilla, Audai Shakour, Ramona Stoltz, Philip Tahtakran, Sean Walsh.

Staff in Attendance: Scott Mory, Joe Bondi, Elaine Douglas, Nic Katona, Jason Miller, Sarah Baker Morgan, Mark Roberts, Linda Schutjer.

Call to Order and Minutes

- GWAA President Christopher Young called the meeting to order at 6:37 p.m.
- David Cleary moved to approve the minutes of the June 8, 2005 Annual Meeting. The motion was seconded and carried by unanimous voice vote.

President's Report

- President Young introduced a proposed Memorandum of Agreement between the University and the Association, governing the management of affinity agreements and the use of funding gained from such agreements.
- Alan Nadel and Scott Mory offered several amendments to the Agreement:
 - Page 1, paragraph B-1: change "January 1" to "December 31."
 - Page 2, paragraph B-3, fourth bullet: change "for such year" to "of the following year," and add a new sentence at the end of the bullet: "In the event that the agreement terminates, all monies due for the Term shall be paid within 60 days."
 - Page 2, paragraph B-4, insert at the end of the first sentence: "..., but solely to benefit programs for GW alumni."
 - Schedule A, opening paragraph: amend the last sentence to read "for those goods or services on behalf of the GWAA."
- Alan Nadel moved that the agreement be adopted as presented and amended. The motion was seconded and was ordered approved without objection.

- Young reported on his attendance at the University Board of Trustees Advancement Committee meeting. He noted that Congress had recently passed an amendment to charitable giving laws that would allow additional tax benefits for charitable gifts in 2005, including those made to the University. He also encouraged Board members to ask their employers if they sponsor a matching fund program for charitable gifts to educational institutions.

President Elect's Report

- President Elect Richard Crespin announced that the Office of Alumni Programs had issued a request for proposals on behalf of the Association, seeking proposals for a home mortgage affinity program.
- Crespin also noted that the working group appointed to review the status of the grant program was studying the effectiveness of the program and developing a form to collect more information about events that had been supported with grant funds. He encouraged Board members to inform others of the program, and to attend programs and events being sponsored with program funds.

Treasurer's Report

- President-Elect Crespin presented the Treasurer's Report for the Board's information on behalf of Treasurer Pastor Farinas, who was absent from the meeting.

Executive Director's Report

- Executive Director Scott Mory reported that the University would convert its data systems to use a random ID number instead of Social Security number to identify constituents in its database. He noted that alumni who had graduated later than 1981 would be able to use their new ID number to access online services, including unofficial transcripts.
- Mory announced that Colonials Weekend 2005 would be held during the upcoming weekend, October 21-23. Notable events included the all-alumni kickoff on Friday evening, and on Saturday, the Colonials Weekend Welcome with Senator Mike Enzi; Colonials Village (which had been relocated to the Marvin Center); class reunions, which were expected to draw about 350 alumni; medical and law reunions; and the GSEHD New Directions conference.
- Mory reported that the University Board of Trustees had approved an additional allocation to the Division of Advancement FY 2006 budget. He noted that the Office of Alumni Programs would seek to hire two director-level staff members to focus on young alumni/student outreach and reunions. He thanked Vice President for Advancement Laurel Price Jones and Alumni Trustee Mark Hughes, who had both advocated for the additional budget allocation.
- Mory announced that the University had participated in an alumni survey program with 13 other colleges and universities. The survey was distributed to 10,000 randomly selected GW undergraduate alumni and 11 percent had responded to date. He noted that preliminary results would be presented at the December Board of Directors meeting.
- Mory noted that the Annual Fund program would make a presentation to the Board at its December meeting on the success of its solicitation letter that had been signed by GWAA President Chris Young.

- Mory announced that the “How Do I Become A...” series would host GW alumnus and NASA astronaut Charlie Camarda, MS '80, on October 25, 2005 at 6:00 p.m, and that GW President Stephen Joel Trachtenberg would present the President’s Medal to Camarda at the event.
- Mory noted that a new postcard template had been developed and would be used to promote upcoming alumni events. The postcard template includes the GWAA brand.
- Mory also noted that the Colonial Cable had been redesigned to include more graphics and to more clearly present school-specific information.

Awards Committee Report

- Chair Debbie Demaree reported the Alumni Service and Distinguished Alumni Achievement Awards nomination packets had been distributed, that completed nomination applications would be due on October 26, 2005, and that nominations would be present to the Board of Directors for consideration at its December meeting.

Programs Committee Report

- Chair Audrey Plonk reported that a kick-off alumni happy hour was held in September.
- Plonk also reported that the committee’s first “Politics and Port” event had successfully hosted *Hotline* editor Chuck Todd and that approximately 15 alumni had attended.
- Plonk announced that an Italian Night would be held at Alumni House on Thursday, October 27 and would feature an alumni author.
- Plonk also announced that a winter theater event would be held on December 8, 2005. Tickets for Shakespeare’s *Comedy of Errors* would be made available to alumni and a pre-theater reception would be hosted.

Student-Alumni Initiatives Committee Report

- Chair Cameron McKenzie reported that the committee will continue its work with the Class Council student organization to develop ideas to bring students and alumni together.
- McKenzie thanked Office of Alumni Programs staff members Joe Bondi and Fiona Conroy for their assistance in developing student-alumni programs.
- McKenzie reported that the committee would focus on the following initiatives:
 - ❖ The Dinner with Alumni program would include 11 events in the fall semester and approximately 11-12 in the spring, approximately twice the number of events held last year. McKenzie asked each Board members to host a dinner.
 - ❖ The committee will focus on building the career advisor network on the online community.
 - ❖ The committee will continue the “How Do I Become A...” lecture series this year.

Trustee Recommendations Committee Report

- Chair David Cleary reported that the Alumni Trustee nomination packet had been distributed, that completed forms would be due on October 26, 2005, and that the committee would present nominations to the Board at its December meeting.

Old Business

- Secretary Jeremy Gosbee noted that the 2004-05 Annual Report of the Association was included in this meeting's board packets.
- President Young thanked Board member Alan Nadel for his work in leading the strategic planning committee and noted that the Board would consider the committee's findings at its December meeting.

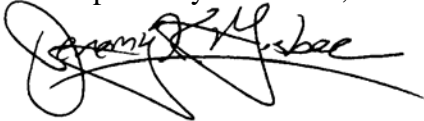
New Business

- Elliott School delegate Melissa Nachatelo reported that the school is planning four alumni-focused events during the fall semester: a reception for Sino-Soviet Institute alumni on September 28, a welcome reception for incoming Dean Michael Brown on October 4, a dinner with alumni and administrators, and a dean's reception during Colonials Weekend on October 22.
- Executive Director Mory noted that a new annual report on the University's endowment had been produced and included in the Board's meeting packets. He asked Board members to share feedback on the report using the enclosed form.

Adjournment

- There being no further business, the meeting was adjourned at 8:00 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jeremy K. Gosbee", written over a horizontal line.

Jeremy K. Gosbee
Secretary