

THE GEORGE WASHINGTON ALUMNI ASSOCIATION

Fall 2006 Meeting Minutes

November 3, 2006

Morning Session – Part I

Call to Order

The meeting was called to order by President Christopher Young at 8:37 a.m. in Room 403 of the Marvin Center.

Members in attendance: Jeffrey Akman, Blaine Atkisson, Zoë Beckerman, Penn Chabrow, Jay Cohen, Alma Collier, Richard Crespin, Debby Demaree Laura Downs, Steven Frenkil, Allan From, Cheryl Gunn, Marc Goldsmith, Jeremy Gosbee, Kamden Hoffman, Mark Hughes, Stuart Kassin, Frank Kent, Joseph Kiehl, Jeannie Lesko, Jeff Marootian, Eric Mendelsohn, Jeanette Michael, Douglas Mickle, Alan Nadel, Tamara O'Neil, Kristy Ortiz, David Ozag, Tejbir Phool, Audrey Plonk, Deborah Wheeler, Christopher Young

Via Teleconference: Carol Engel, Jeffrey Flaks

Members not in attendance: Alex Barned, Sylvia Benatti, J.P. Blackford, Marlynne Brown, Jason Chautin, David Cleary, Pastor Farinas, Richard Heideman, Issa Khozeimeh, Gerald Lazarus, John Manning, Melissa Nachatelo, Steven Ross, Camille Stillwell, Ramona Stoltz, Phillip Tahtakran, Breanna Templeton, Allen Thompson, Lamar Thorpe

Staff in attendance: Vice President Laurel Price Jones, Scott Mory, Melissa de Beer, Joe Bondi, Kelly Bosma, Ginger Daniel, Cristy Donnelly, Sasha Guyetsky, Lars Johnson, Nic Katona, Andrew Kaufteil, Raina Lenney, Rebecca Leonard, Jason Miller, Anita Ponchione, Lorrain Sloma, Maggie Wilson

Guests in attendance: Stephanie Gardner, Professor Ingrid Creppell, Maggie Beckham, Executive Vice President Donald Lehman, W. Russell Ramsey, Sherry Rutherford

Executive Officer Reports

President, Chris Young

- President Young thanked University President Stephen Joel Trachtenberg for hosting the reception at his home the previous evening.
- Young called attention to the Association's Annual Report, which had been distributed electronically to the Board. He noted that the report had also been delivered to senior administrators of the University.
- Young described the Association's three major goals for the coming year.
 - ♦ Enabling engagement for life – Young noted that many recent events sponsored by the Association had been working to accomplish this goal. These include the “How

Do I Become A...” series, as well as other informal opportunities, such as recruitment events.

- ◆ Building a culture of philanthropy – Young noted that the Association has led by making funding available to other groups of alumni, as well as by contributing significant funding to the University for alumni programs. Young thanked those members who had been involved in creating scholarships. He also reminded the Board that it is a goal for the Association to have 100% of its Board membership contribute to the University financially.
 - ◆ Gathering a voice for alumni – Young described the recent series of town hall meetings for alumni, which focused on the selection of a new University president and discussed the Board of Trustees’ recently drafted vision statement for the University. Nine total events were held, and all were well-attended, including several held outside of the Foggy Bottom Campus.
- Young announced that he had asked Camille Stillwell and Mark Hughes to join the Board’s Executive Committee.
 - Young also announced that At-Large Member Rick Richmond had resigned from service to the Board of Directors. The Nominating Committee will address the vacancy at the spring meeting in April.
 - Young noted that he would be meeting with Board of Trustees Vice-Chairman Russ Ramsey to discuss ways to strengthen the connection and communications between the Trustees and the Association.

President-Elect, Richard Crespin

- President-Elect Crespin noted that he and President Young would be meeting with the deans of each school or college of the University to discuss the Association’s goals, specifically with regard to gathering a voice for alumni.
- Crespin noted that the Board would further address the question of gathering a voice for alumni during a breakout session during the day’s meetings.

Secretary, Jeremy Gosbee

- Secretary Gosbee presented the minutes of the 2006 Annual Meeting for approval. Penn Chabrow moved to accept the minutes as presented. The motion was seconded and carried without objection.

Treasurer, Pastor Farinas

- Finance Committee member Marc Goldsmith reported on behalf of Treasurer Farinas, who was unable to attend the meeting. Goldsmith presented the balance sheet and budget report as of October 16, 2006.
- Goldsmith reported that one of the Association’s certificates of deposit had expired. He noted that the Finance Committee had voted to recommend that the funds from this certificate be deposited in a nine-month certificate of deposit. He moved on behalf of the Finance Committee that the Board of Directors approve this recommendation. The motion carried without objection.

- Secretary Gosbee moved on behalf of the Executive Committee that the Board of Directors accept the Executive Committee's recommendation to establish a policy to not act on proxy requests unless the Association owns five percent or more of the company's stock. The motion carried by voice vote.
- Secretary Gosbee moved on behalf of the Executive Committee that the Board of Directors ratify the Executive Committee's decision to sponsor Alumni Night on January 24, 2007 for a sponsorship fee of \$5,000. The motion carried without objection.

University Reports

Scott Mory, Assistant Vice President for Alumni Relations and Annual Giving

- Assistant Vice President Mory thanked the Board for adopting the new meeting format.
- Mory noted that the number of alumni events held so far this semester had resulted in engagement with over 5,000 people. More recently, the events held during Colonials Weekend had brought approximately 1,500 alumni and guests to campus.
- Mory reported that the series of events with outgoing President Stephen Joel Trachtenberg had been well attended. He noted that a brochure with information about the receptions was included in the meeting packet.
- Mory announced that the Office of Alumni Programs' major initiative for the coming year would be establishing Alumni Reunion Weekend, September 28-30, 2007.
- Mory reported that the new Young Alumni Network, being organized by Presidential Administrative Fellow Ellen Wexler, would hold its kickoff event on December 6, and that future programs would include several pre-game tailgaters.
- Mory noted that the Office was working with several affinity groups to expand alumni programming. These groups include the Black Alumni Association; Hispanic alumni; Asian-American alumni; lesbian, gay, transgender and bi-sexual alumni; and several large student groups with upcoming anniversaries, including the Cherry Tree yearbook's 100th anniversary, the 100th anniversary for the College Republicans and the 150th year of Greek life at GW.
- Mory announced that the affinity event for varsity tennis alumni had been successful. Over 50 alumni and guests attended the event, which had been supported by a GWAA grant.
- Mory noted that the Office was working to create affinity license plate designs in Virginia and the District of Columbia, and to redesign the existing affinity plate in Maryland. Designs for the Virginia and Maryland plates were included in the meeting packet.
- Mory also noted that a CD with music recorded during a recent Jazz Brunch had been included in the meeting packet. The performance also had aired recently on XM Radio.
- Mory recognized staff members Raina Lenney and Maggie Wilson for producing regional event postcards, which were being used to inform alumni about upcoming events in several cities.
- Mory introduced several new Division of Advancement staff members: Melissa de Beer, director of Law School alumni relations; Sasha Guyetsky, assistant director of reunion programs; Lars Johnson, assistant director of student-alumni programs; Andrew Wilinski,

advancement communications and events; Nic Katona, director of the annual fund; Lorraine Sloma, assistant director of GSEHD alumni relations; Andrew Kaufteil, director of reunions; and Maggie Wilson, associate director of regional alumni programs.

Laurel Price Jones, Vice President for Advancement

- Vice President Price Jones noted that this year will be a time of transition for the University, expressed the importance of expanding the University’s investment in advancement programs, and spoke of the expanding leadership role for the Association through its efforts to engage with alumni in the University and to gather the voice of alumni.
- Price Jones praised the alumni programs staff for its dedication and accomplishments. She noted that she would continue to expand the Advancement staff to allow for more programs in the future—she asked Board members to recommend candidates for these new positions.
- Price Jones described several goals for the Division of Advancement:
 - ◆ Improve communications with alumni – the Division needs to invest more in how we communicate, starting with *GW Magazine*, and including all other media. She recommended that the Association form a group to consider communications issues and help the University shape its communications strategies.
 - ◆ Further expand regional programs – she encouraged those in other cities to help staff develop new programs and capitalize on the recent events with President Trachtenberg.
 - ◆ Raise the visibility of alumni on campus – she noted Mory’s efforts and encouraged the Board to help students see themselves as “alumni in training.”
 - ◆ Mentoring/career programs – she noted that the University will be making more investment in this area.

Nic Katona, GW Annual Fund

- Annual Fund Director Katona gave a brief update on the current status of the Fund, noting that he would present a full report at the Board’s spring meeting. Katona announced that slightly over \$800,000 had been raised to date in the current fiscal year. This represents an 18 percent increase over last year’s total at this point in the year, and 119 percent more than two years ago. He noted that the number of Annual Fund donors was currently 3,200—this was 17 percent more than last year and 100 percent greater than the total two years ago.
- Katona announced that, within the next couple weeks, the Fund would send a kickoff letter for a new campaign, known as “Access to Excellence.” The campaign would seek to draw support for scholarships by featuring testimonials from current students who benefit from financial aid.
- Katona noted that an electronic solicitation would be sent at the end of the calendar year to donors who had not yet contributed.
- Katona urged Board members to meet the Association’s goal of 100 percent contribution to the Annual Fund.

Andrew Kaufteil, Director of Reunions

- Reunions Director Kaufteil described the success of reunions this year during Colonials Weekend. The reunions had engaged 100 committee members, 20 per class year, to develop marketing and programming for the events. Marketing efforts had included email messages, website solicitations and a printed brochure, all of which were designed with an informal and friendly tone. He reported that over 1,000 alumni and guests had attended all of the reunion programs this year. He also noted that over 70 volunteers had participated in a committee appreciation event, and that over 90 additional staff, student and alumni volunteers had participated in the program.
- Marc Goldsmith thanked the staff for all of their work during Colonials Weekend.

School Alumni Association Reports

School of Medicine and Health Sciences

- Medical Alumni Association President Stu Kassin reported that the Association had recently participated in the School of Medicine and Health Sciences White Coat Ceremony for incoming medical students, and that the group had raised \$27,000 from 250 alumni to support the event. Funds were also used to support a community service day for incoming medical students prior to orientation.
- Kassin reported that the SMHS reunions held during Colonials Weekend were successful—over 200 attendees participated in reunions for nine class years. Collectively, these reunion classes raised over \$100,000 raised through class gift campaigns.
- Kassin noted that a new director of alumni programs had been hired for the school: Lisa Harter.

Graduate School of Education and Human Development

- GSEHD Alumni Association President Jeannie Lesko reported that the Association had sought to increase its visibility during Colonials Weekend by participating in the dean's reception.
- Lesko announced that a new assistant director had been hired by the school to coordinate alumni programming: Lorraine Sloma-Williams.
- Lesko noted that the Association had participated in a “Meet the Leaders” program, as well as in a recent barbecue hosted by the dean.
- Lesko announced that the Association would be working on a symposium on research and education in February, and was partnering with school faculty to recruit alumni.
- Assistant Vice President Mory noted that meeting packet included a report by the GSEHD Alumni Association delegate Alma Collier on the activities of the GWAA. Mory encouraged other school representatives to use this as a template for reporting to their schools on the Association's efforts.

School of Public Health and Health Services

- Public Health Alumni Association President Kamden Hoffman reported that the organization had formed a new board of directors with nine members. The Board had held a retreat in July to discuss a vision for the association, and had been meeting to develop a strategic plan and bylaws.
- Hoffman reported that the Association had held its first event recently at Gordon Biersch brewery, and that the event had been well attended.
- Hoffman announced that the Association would be sending representatives to an annual public health conference in Boston.
- Hoffman noted that priorities for the Association include developing a website and increasing communications with alumni.

Graduate School of Political Management

- Director of GSPM Advancement Joe Bondi reported on behalf of the program's alumni, noting that the school was working to reengage with its alumni.
- Bondi reported that the school would celebrate its 20th anniversary in 2007 with a large summer event surrounding the July graduation ceremony.

School of Business

- Associate Director of GWSB Advancement Kristy Donnelly reported on behalf of GWSB Alumni Association President Jason Chautin. Donnelly noted that the DC chapter leadership team had been formed, and that the group had mapped out its events through next July.
- Donnelly announced that a networking night had been held the previous evening with alumni from Georgetown and Johns Hopkins Universities, and that the next event would be a lecture and discussion with a school faculty member on November 6.
- Donnelly noted that several affinity groups were forming within the school, including groups for the Executive MBA and MBA programs, as well as the commercial real estate and sports management programs.
- Donnelly reported that the Association was looking to expand its activities into regional areas by partnering with other school associations. She announced that the school was continuing its series of Professors Circle events—in which school professors travel to meet with groups of alumni—with a trip to New York.
- Donnell announced that the school was beginning an alumni speakers' bureau, beginning with members of the school's Board of Advisors.
- Donnelly noted that the school was working to recruit Colonial Career Coaches—alumni who would volunteer to meet one-on-one with current students to help with career searches.
- Donnelly also noted that the MBA program would begin hosting its own reunion classes during Alumni Reunion Weekend in 2007.

- Donnelly reported that GWSB alumni representative Carol Engel had helped to facilitate the upcoming trip by several undergraduate business students to New York in February. The students will meet with speakers to learn about careers in finance and marketing.

School of Engineering and Applied Science

- SEAS Associate Director of Advancement Anita Ponchione reported for the Association, noting that the group had held a summer planning session and a board meeting in September.
- Ponchione reported that the Frank Howard Lecture, featuring Johns Hopkins Applied Physics Laboratory Director Paul Spoudas, had drawn over 100 attendees. She thanked the GWAA on behalf of the Association for providing a grant to support the event.
- Ponchione noted that over 100 people had attended the dean's breakfast held during Colonials Weekend, and that over 90 alumni and guests had attended a recent dinner for a retired professor and created a scholarship for electrical engineering students.
- Ponchione announced that upcoming events would include a resume critique for students and alumni, a young alumni happy hour, a pre-game tailgate event at Alumni House, and judging for local high school science fairs, with a reception for winning students to encourage them to apply for admission to the school.
- Ponchione noted that the Association would be creating its own alumni service and achievement awards programs, and that it would seek to award a graduate scholarship every two years.

Elliott School of International Affairs

- Associate Director of ESIA Public Affairs Ginger Daniel reported for the school, noting that the Elliott School did not currently have a formal alumni association. Several volunteers had recently formed a working group to make plans for alumni programming, and that specific alumni were being encouraged to adopt projects.
- Daniel announced that the school's alumni volunteers were working to plan an embassy visit, form a relationship with the International Monetary Fund to bring speakers to campus, plan a Ferrari dealership visit, and to develop a website.

GW Law School

- Law School Alumni Relations Director Melissa de Beer reported on behalf of the Law Alumni Association. She noted that two new associate directors had been hired to expand the school's student and alumni programming.
- De Beer noted that the school was continuing to support a Black Law Alumni Association, and was working to establish a group for Hispanic alumni.
- De Beer reported that the association had created an email newsletter, which had seen a 90 percent open rate on its most recent issue. She noted that the alumni calling program, in which alumni call recently admitted students, had also become email-based.
- De Beer announced several upcoming events, including a happy hour in Silver Spring tailored to you alumni, a wine tasting event for intellectual property law alumni with a lecture

by the associate general counsel of Gallo Wines, a night out in New York City, a cake and champagne event with alumnus and celebrity chef Warren Brown, a reception in Miami during the Florida Bar Association meeting, a law revue reception and performance, and student-alumni receptions in 13 other cities.

Student Association

- Student Association representative Stephanie Garner reported on recent and upcoming activities of the Association. These include:
 - ◆ The “Colonial Coach” bus service to Dulles International Airport for the Thanksgiving, Winter and Spring breaks;
 - ◆ The “GW Votes” program to encourage students to register to vote and submit absentee ballots;
 - ◆ “Campaign GW,” which was working to bring awareness to the University’s 20-year campus plan and involve students in promoting and advocating for the plan;
 - ◆ The “Hold the Door” program being sponsored by the SA Senate to promote a friendly atmosphere on campus;
 - ◆ Efforts to move the SA office to space in the Marvin Center basement, thereby becoming more accessible to students;
 - ◆ An initiative to add theater and dance studio space, as well as an area for student-run entrepreneurial activities, to the Marvin Center lower level.

Committee Meetings

Following the morning session, members of the Board attended meetings for the following committees of the Board:

- Awards Committee
- Programs Committee
- Student-Alumni Initiatives Committee
- Special Committee on Gathering a Voice for Alumni

Morning Session – Part II and Lunch

- Following the committee meetings, the Board heard a presentation on campus development projects from Managing Director of Real Estate Planning and Development Sherry Rutherford. Topics included the Foggy Bottom Campus Plan, as well as the Square 54 and School Without Walls projects.
- During lunch, the Board was addressed by Russ Ramsey, vice chairman and chairman-designate of the GW Board of Trustees, also chair of the presidential search committee. Ramsey spoke regarding the search for the next University president.

Afternoon Session

Committee Reports and Action Items

Program Committee Report – Chair Audrey Plonk

- Chair Audrey Plonk reported that the Committee had addressed the process for receiving and reviewing requests for GWAA grants, and had also discussed how to collect feedback following events supported with grant funds. She noted that the committee had reviewed draft documents, which it would discuss further and approve in the coming weeks.
- Plonk noted that the Committee had also discussed the schedule of programs for the coming months, and had brainstormed on several new events.
- Plonk announced several upcoming events:
 - ♦ Happy Hour for alumni in Bethesda, November 7. This would be the first alumni event in recent memory in Bethesda.
 - ♦ Lecture with GWAA Board Member Joe Kiehl on November 18, followed by a screening of the film *Casino Royale*.
 - ♦ Shakespeare Theatre event on December 7, preceded by a reception at Restaurant 701.
 - ♦ Several pre-game tailgate parties at Alumni House, including on Alumni Night, January 24, 2007.
- Plonk noted that the Committee would begin keeping a calendar of alumni events so as to track the GWAA Board volunteers who would be attending each event.

Awards Committee – Chair Debby Demaree

- Chair Debby Demaree reported that the Committee had reviewed candidates for the Alumni Service Award. She moved on behalf of the Committee that this award be renamed as the “Distinguished Alumni Service Award.” The motion carried by unanimous voice vote.
- Demaree presented a slate of six nominees for the Distinguished Alumni Service Award: Philip Amsterdam, Nelson Carbonell Jr., Randolph Graves Jr., Helen Manning, Alan Nadel and Robert Pelosky Jr. Demaree moved on behalf of the Committee that the nominations be accepted. The motion carried by unanimous voice vote.
- Assistant Vice President Mory noted that the names of the awardees would be forwarded to President Trachtenberg for confirmation, and then that he would contact each awardee to inform him or her of the award and to invite each recipient to the award ceremony. He asked that the selections be kept confidential until the awardees had been notified. The awards will be presented on April 12, at the reception prior to the Board’s spring meeting.
- Demaree noted that, due to the change in the schedule for presenting the Association’s awards, the program statement for each award would need to be updated. The Distinguished Alumni Service Award will now be presented during the spring meeting of the GWAA Board of Directors. The Distinguished Alumni Achievement Award will now be presented during Alumni Reunion Weekend. Demaree noted that revised program

statements for both awards were including in the meeting packed, and then moved on behalf of the Committee that the program statements be adopted as revised. The motion carried by unanimous voice vote.

- Demaree announced that the Committee had agreed to propose new specialized awards for achievement and service among recent alumni, noting that the group would like to start by adding a recent alumni awardee during the Distinguished Alumni Achievement Awards program in the fall of 2007. She moved on behalf of the Committee to create two awards, both for alumni who have graduated ten or fewer years ago from any University program: a Recent Alumni Distinguished Service Award, and a Recent Alumni Distinguished Achievement Award. The motion carried by unanimous voice vote.

Finance Committee

- As the Treasurer's Report had been presented during the morning session, there was no formal report from the Finance Committee.
- President-Elect Crespín moved on behalf of the Executive Committee that the Board of Directors adopt a resolution in honor of President Stephen Joel Trachtenberg (full text of resolution included in Appendix A). Crespín thanked Board Member David Cleary for his assistance in drafting the resolution. The motion carried by unanimous voice vote.
- President Young moved that the Board of Directors authorize a contribution of \$10,000 to the Stephen Joel Trachtenberg Scholars campaign, \$5,000 of which will come from the MBNA corporate contribution and \$5,000 from the budget of the Association. The motion was seconded. Al Nadel moved to amend the motion to contribute \$5,000 from excess funds to SJT Scholars program and retain the \$5,000 MBNA corporate contribution to award to two students from the GWAA in honor of President Trachtenberg. The motion was seconded. President Young withdrew his original motion and moved that the Association allocate \$10,000 to the Stephen Joel Trachtenberg Scholars Program. The motion carried by unanimous voice vote.

Student-Alumni Initiatives Committee – Chair Laura Downs

- Chair Laura Downs reported that the Dinner with Alumni Program had hosted 86 students for dinners so far this year, and noted that hundreds more students would like to participate in the program. She added that 30 more dinners were needed to meet the goal of hosting 50 dinners this semester, and that the program would experiment with regional dinners during the winter and spring breaks.
- Downs announced that the most recent "How Do I Become A..." lecture series had featured former GWAA president Robert Efrus on becoming a "power lobbyist." She added that future events in the series would include: "How to Become a CSI," featuring a forensic scientist on November 29; "How to Become a CEO Before 40," with GWAA President-Elect Crespín and Board Member Jonathan Plonsky; and an event with a judge from the Arizona State Supreme Court.
- Downs reported that the Committee was working with the Class Council on the senior class gift program, and that this year's class gift would be raising funds to contribute to a "green fund" at the University.

- Downs noted that the Committee was adopting a “cradle to grave” approach in examining the University’s relationship with students and alumni. As part of this approach, she reported that the Committee was considering ways to add an alumni element into the campus tour program for incoming students.
- Downs noted the need for a “template email” with information about how alumni could become more involved with the University. She noted that alumni volunteer leaders could easily forward this message to friends and colleagues who ask how to get involved.

Special Committee on Gathering a Voice for Alumni – Chair Richard Crespin

- Chair Richard Crespin reported that the Committee had looked at how to foster two-directional communication between alumni leaders and constituents in terms of quantity and quality. This discussion had focused on four general categories of communication:
 - ♦ Gaining an overall voice for alumni through mechanisms such as surveys and polls;
 - ♦ Gaining input from regional alumni volunteers and regional events;
 - ♦ Gaining input from special interest groups, such as affinity programs; and
 - ♦ Gaining input from alumni based on class year and school affinity.
- Crespin reported that the group had also considered Vice President Price Jones’ recommendation that the Association create a group to consider alumni communications. Crespin moved on behalf of the Committee that the Association direct the Executive Committee to examine establishing a group to focus on alumni communications. The motion carried by unanimous voice vote.

Afternoon Presentation

- The Board heard a presentation on the recently-proposed “4x4 curriculum” by members of the 4x4 Task Force: Donald Lehman, executive vice president for academic affairs; Professor Ingrid Creppell and current student Maggie Beckham.

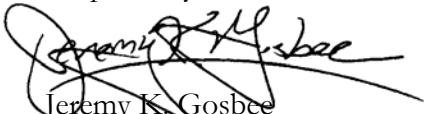
Closing Business Session

- The Board discussed the 4x4 curriculum presentation. Jay Cohen moved that the Association express support for the goal of advancing GW’s educational achievement, and that it assign a group to identify ways for the Association to better understand and support this effort. The motion was seconded and carried by unanimous voice vote. The following members of the Board were appointed to the group: Jay Cohen (chair), Blaine Atkisson, Zoe Beckerman, Steve Frankel, Marc Goldsmith, Stu Kassan, and Kristy Ortiz.

Adjournment

There being no further business, the meeting of the Board of Directors was adjourned at 4:47 p.m. The next meeting of the Board will be on Friday, April 13, 2007.

Respectfully submitted,


Jeremy K. Gosbee
Secretary