

# THE GEORGE WASHINGTON ALUMNI ASSOCIATION

## Spring 2007 Board of Directors Meeting Minutes

*Friday, April 13, 2007*

### Morning Session

#### ***Call to Order***

The meeting was called to order by President Christopher Young at 9:10 a.m. in the 7<sup>th</sup> Floor Conference Center at 1957 E Street, N.W. in Washington, D.C.

**Members in attendance:** Jeffery Akman, Blaine Atkisson, Penn Chabrow, Jay Cohen, Richard Crespin, Debby Demaree, Laura Downs, Carol Engel, Steven Frenkil, Allan From, Stephanie Gardner, Marc Goldsmith, Jeremy Gosbee, Frank Kent, Issa Khozeimeh, Joseph Kiehl, Jeannie Lesko, Jeff Marootian, Eric Mendelsohn, Scott Mory, Alan Nadel, Kristy Ortiz, Lamar Thorpe, Steve Ross, Christopher Young

**Via teleconference:** Jeanette Michael, Richard Popiel, Deborah Wheeler, Tamara O'Neil, Phil Tahtakran

**Members not in attendance:** Alex Barned, Zoe Beckerman, J.P. Blackford, Cheryl Bolding-Gunn, Jason Chautin, David Cleary, Richard Heideman, Kamden Hoffmann, Mark Hughes, Stuart Kassan, Gerald Lazarus, John Manning, Douglas Mickle, Melissa Nachatelo, David Ozag, Tejbir Phool, Audrey Plonk, Ramona Stoltz, Breanna Templeton

**Staff in attendance:** Paul Bradley, Kevin Corbett, Lars Johnson, Andrew Kaufteil, Raina Lenney, Matthew Lindsay, Stephanie Medwid, Seth Rosenzweig, Maggie Wilson

**Guests in attendance:** Nicole Capp, Guillermo Garcia, Laurel Price Jones, Kathryn Napper, Joe McKeown, Sherry Rutherford

#### ***Executive Officer Reports***

##### **Christopher Young, President**

- President Young noted that Assistant Vice President for Alumni Relations and Annual Giving Scott Mory would be leaving the University in June. Young thanked Mory for his service to the University and the Association.
- Young thanked the various Board members who had attended several recent alumni events on behalf of the Association. He particularly thanked three Board members who had represented the GWAA at the recent series of receptions with President Trachtenberg: Laura Downs, Steve Frankel, and Gerald Lazarus.
- Young reminded Board members to make their contributions to the Annual Fund before the close of the fiscal year.

- Young noted that he was working with President-Elect Richard Crespin on the upcoming transition to Crespin's presidency.

### **Richard Crespin, President-Elect**

- President-Elect Crespin reported that he had met recently with several Board members, administrators and students to review the progress of the Association and develop plans for the next two years.
- Crespin noted that, as a result of his meetings, his initial plans for the Association would center around three basic themes:
  - More consistent engagement with alumni and starting this engagement earlier;
  - Gathering a voice for alumni;
  - Encouraging a culture of philanthropy.

### **Jeremy Gosbee, Secretary**

- Secretary Gosbee presented the minutes of the Fall 2006 meeting, held on November 3, 2006, for approval by the Board. Penn Chabrow moved to accept the minutes as presented. The motion was seconded and approved without objection.
- Gosbee noted that the minutes of the two most recent meetings of the Executive Committee had been included in the meeting packet for reference.

### **Pastor Farinas, Treasurer**

- Finance Committee member Penn Chabrow reported on behalf of Treasurer Farinas, who was absent. Chabrow reported that the Association's current assets were approximately \$465,000.
- Chabrow noted that the Association had received acknowledgement notes for its contributions to the GW Cancer Gala and to the Stephen Joel Trachtenberg legacy campaign, and that copies of both notes were included in the meeting packet.
- Chabrow reported that the Finance Committee had discussed the issue of the Association's outstanding balance in the University "house account" and had agreed that the Association should pay the entire balance due by the end of the 2007 fiscal year. Chabrow moved that the Board ratify this recommendation. The motion was seconded and carried without objection.
- Chabrow introduced Guillermo Garcia, a financial advisor with SmithBarney and the Association's investment manager. Garcia made a brief presentation to the Board on the status of the Association's investments, a copy of which was included in the meeting packet. Garcia reported that three certificates of deposit were due to expire in May, September and November, 2007, respectively, and noted that CD rates were sufficiently low as to make them an unattractive investment at this time.
- Garcia reported that the Finance Committee had instructed him to keep the funds from the first expired CD (in May 2007) in the Association's money market account, to allow for further review and consideration of how to best invest the principal. He noted that future maturing CDs would be reinvested in new CD instruments upon maturity.

## ***Alumni House Reports***

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

- Assistant Vice President Mory introduced several new staff members in the Division of Advancement. They included:
  - **Kevin Corbett**, director of alumni benefits and outreach. Mory noted that Corbett would be the primary staff contact for the Board of Directors. Corbett reported that he was currently working on affinity license plates in the District of Columbia, Maryland and Virginia, as well as the alumni course audit program, online library resources and the travel program. He noted that the online library resources were now available and referred Board members to a flyer about the service in the meeting packet.
  - **Seth Rosenzweig**, director of leadership annual giving. Mory noted that Rosenzweig had previously served as chair of the Boston regional chapter, and that he was now in the process of meeting with alumni across the United States to solicit leadership gifts for the Annual Fund.
  - **Matt Lindsay**, director of alumni communications.
  - **Kate Dewess**, assistant director of alumni relations in the Medical Center.
  - **Stephanie Medwid**, assistant director of reunions.
  - **Paul Bradley**, executive assistant in the Office of Alumni Relations.
- Mory noted that these new staff members represent a significant investment by Vice President for Advancement Laurel Price Jones in alumni relations and the annual fund. Since the beginning of Mory's tenure in alumni relations, the alumni relations staff had doubled, from seven to 14, and the annual fund had increased from four to nine staff members. Mory added that the alumni relations and annual fund offices were now fully integrated to achieve the Association's goals. He thanked Vice President Price Jones for her support of these programs.
- Mory reported that there were plans in place to hire additional staff members to work with clubs and groups, a coordinator for alumni benefits, an associate director for regional programs, and a director of school alumni programs, to focus first on the Columbian College of Arts and Sciences, and then in other schools.
- Mory noted that the end of President Trachtenberg's farewell tour was nearing. Events had been held this spring in Fort Lauderdale, San Diego, Los Angeles, San Francisco, and Baltimore. Two additional events remained: one in Washington, DC on April 18 and the final event in Chicago on May 10. As of the current date, over 600 people had registered to attend the DC reception.
- Mory announced that Alumni Reunion Weekend 2007 would be held on September 27 – 29, 2007, and that a "save the date" card had been included in the meeting packet. He reported that the reunions program had seen a good response from this year's reunion classes and was working to recruit class reunion committees, update addresses, and reconnect networks to draw attendance to the reunion events.

- Mory thanked everyone for their warm wishes since announcing his departure, and encouraged the Board to support Vice President Price Jones during the transition to a new assistant vice president.
- In response to a question from Jeanette Michaels about annual fund giving rates and goals, Mory reported that alumni giving was currently approximately 10 percent, and that the University was expecting to reach 11 – 12 percent by the end of the fiscal year. He added that the Annual Fund's goal was to achieve 30,000 donors in the next several years and a giving rate of 15 – 16 percent.
- In response to a question from President-Elect Crespin about how knowledge would be transferred to the new assistant vice president, Mory noted that he was completing a review process of this year's activities with his staff, so that they could relay this information to his successor. He reported that Vice President Price Jones was moving forward quickly with a search for new candidates, and that he would remain available to speak with the new assistant vice president. He also noted that more documentation had been completed in the alumni relations and annual fund offices.

### **Nicole Capp, Student Association President-Elect**

- Student Association President-Elect Nicole Capp introduced herself and described her central goal for the Association: to get students involved and build a vested interest in GW.
- Capp reported that many students had participated in the recent zoning hearings for the University's Campus Plan.
- President-Elect Crespin thanked Capp for her interest in engaging alumni with students, noting that he had met her at a recent event and she had raised the question with him.
- Assistant Vice President Mory thanked Student Association member Stephanie Gardner for her work to represent students with alumni this year.

### **Laurel Price Jones, Vice President for Advancement**

- Vice President Price Jones made a presentation to the Board, discussing recent growth in the Division of Advancement, the upcoming University presidential transition, and plans for building toward the next capital campaign.

### ***Committee Meetings***

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

- Awards Committee
- Programs Committee
- Student-Alumni Initiatives Committee
- Finance Committee and Nominations Committee (combined)

### **Mid-Day Sessions**

- During lunch, the Board was addressed by Joe McKeown, coach of the GW women's basketball team.

- Following lunch, the Board received a presentation by Kathryn Napper, Dean of Undergraduate Admissions.
- Sherry Rutherford, managing director of the Office of Real Estate, updated the Board on the status of the Campus Plan and various development projects.

## **Afternoon Session**

### ***Committee Reports and Action Items***

#### **Task Force on 4x4 Plan – Chair Jay Cohen**

- Cohen reported that the 4x4 proposal is on hold, as the Columbian College of Arts and Sciences faculty had recently voted to delay consideration of the plan.
- Cohen added that the Association should expect that the University would be conducting a comprehensive review of the curriculum, and that Vice President for Academic Affairs Donald Lehman had reiterated that curriculum change is necessary.

#### **Awards Committee – Chair Debby Demaree**

- Chair Debby Demaree thanked the Committee for its work in selecting award recipients.
- Demaree reported that the Committee had considered nominations for the Distinguished Alumni Achievement Awards and had voted to nominate the following individuals to receive the award in 2007: Anousheh Ansar, MS '92; Martin Burt, MA '83; Scott Cowen, MBA '72, DBA '75; J. Richard Knop, JD '69; Martin F. Pera, PhD '79; and Paul Roth, MD '76. Demaree moved that the nominees be accepted as the recipients of the 2007 Distinguished Alumni Achievement Award. The motion was seconded and carried without objection.
- Demaree reported that the Committee had also considered nominations for the newly-created Recent Alumni Achievement Awards and had noted to nominate the following individuals to receive the award in 2007: Linnea Axman, PhD '03 and Kerry Washington, BA '98. Demaree moved that the nominees be accepted as the recipients of the 2007 Recent Alumni Achievement Awards. The motion was seconded and carried without objection.
- Demaree noted that the Association had been asked by University President Trachtenberg to consider naming an award in memory of Jane Lingo, BA '46, who passed away in March, 2007. Demaree reported that the Committee had considered this request and had decided to recommend the creation of The Jane Lingo Distinguished Alumni Service Award, with one award to be presented each year to a faculty or staff member who is also an alumnus of the University. Marc Goldsmith moved to accept the Committee's recommendation. The motion was seconded and carried without objection.

#### **Programs Committee – Blaine Atkisson**

- Chair Blaine Atkisson noted that a revised Grant Program application had been developed, as well as a new event follow-up form, and that copies of both forms had been included in the meeting packet. Atkisson reported that these documents had been presented to the Executive Committee in March and approved for use. This had resulted in a more structured Grants Program.

- Atkisson gave a brief overview of programs in FY 2007. There had been 230 events hosted for alumni this year, which had drawn approximately 8,000 attendees. It was expected that, by the end of the fiscal year on June 30, these numbers would reach 250 events and 10,000 attendees. Atkisson noted several program highlights, including: 1,340 attendees to date at receptions for University President Trachtenberg; 530 alumni and guests attending events related to the basketball season; 700 attendees at happy hour events; 184 people at dinners with alumni; 950 attendees during Colonials Weekend; and 750 alumni and guests attending class reunions this year.
- Atkisson solicited ideas and input from Board members for events next year. He noted that the Committee would like to co-sponsor more events in the coming year with school-based alumni organizations.
- Atkisson reported that the Committee had formed a GWAA team for the Susan G. Komen Race for the Cure this year, and encouraged Board members to register on the race website to join this team. He added that the Committee was working to arrange a post-race brunch for the team, and that it was partnering with the School of Public Health and Health Services on the event.
- In response to a question from Penn Chabrow about what follow-up was being done with students who participated in the Dinner with Alumni program, Director of Alumni Programs Raina Lenney described the activities of the Young Alumni Program.
- Atkisson asked Board members to make an effort to attend events so there is always Board representation.

### **Student-Alumni Initiatives Committee – Chair Laura Taddeucci Downs**

- Board member Al Nadel reported on the recent rowing team reunion, which had received a GWAA grant. Over 50 guests had attended. Chair Laura Taddeucci Downs thanked Andrew Kauftiel, director of student-alumni initiatives, for his help with the event.
- Downs reported that 21 Dinners with Alumni had been scheduled for this semester, and that the Committee would like to hold some during the summer. She added that the demand from students for dinners continued to outweigh the supply of alumni hosts.
- Downs distributed a flyer with information on the “How Do I Become A...” lecture series.
- Downs announced that there would be a community service event on April 14 to clean up Marvin Gaye Park. She encouraged Board members to participate in this event, which would also involve current GW students.
- Downs reported that she would be attending the Battle of the Acapella singing groups event on April 26, at 8:00 p.m.
- Downs passed around a signup form for the Zero Year Reunion event on May 17, at 8:30 p.m. at Washington Harbor.
- Committee member Carol Engel reported on this year’s School of Business trip to New York City for undergraduate marketing and finance students. The group had attended a panel hosted by UBS and then met with several marketing and finance firms.
- Downs discussed the class giving campaigns and how to build a culture of philanthropy. She noted that the senior class gift campaign was now starting in freshman year, and that this year’s senior class gift campaign had raised \$30,000 to date.

- Downs announced that the Association would have a table at the Colonial Inauguration services fair, so that it could be represented to incoming freshmen and parents. GWAA representatives would also speak during the opening session.
- Downs reported that the Committee had discussed how to engage sophomore and junior-level students, since some alumni programming was already being directed at freshmen and seniors.
- Downs noted that the Committee had also discussed the cost of GW tuition, and had agreed that alumni need to be educated about why philanthropy is needed at GW. Blaine Atkisson suggested that someone report to the Board on the University's financial structure and the need for philanthropy at a future Board meeting.

### **Finance and Nominations Committees**

- Jeremy Gosbee reported for the Committees, which had met in a combined session. Finance Committee Chair Pastor Farinas and Nominations Committee Chair David Cleary were absent.
- Gosbee reported that the Committees had considered several proposed changes to the Association's bylaws. They included several administrative amendments to reflect office and title changes in the Division of Advancement, and a proposal to create a Communications Committee of the Board of Directors. Penn Chabrow moved that the following amendments to the bylaws be adopted:
  - Change "Office of Alumni Programs" to "Office of Alumni Relations" throughout;
  - In Article VIII, Section 4(e), change "Executive Director of Alumni Programs" to "Assistant Vice President for Alumni Relations and Annual Giving."
  - In Article VIII, Section 2, add a new subsection (i), reading: "This Committee, chaired by a Vice President, shall consider issues pertaining to communications with alumni of the University, including print and electronic media, and make appropriate recommendations to the Board of Directors, the Office of Alumni Relations, and other relevant University staff."
  - Add "Communications Committee" to the first sentence of Article VIII, Section 3; to the heading of Article VIII, Section 4(d); and to the heading of Article VIII, Section 5(c).
  - Strike "and" from Article IV, Section 8(6), add "and" to the end of Article IV, Section 8(7), and add "Vice President for Communications" as Article IV, Section 8(8).
  - Strike from Article VI, Section 2(e): "...shall advise the Board of Directors and Office of Alumni Programs on communications with and among alumni, and provide assistance and make appropriate recommendations for the improvement and enhancement thereof;..."

The motion was seconded and carried by unanimous voice vote.

- Gosbee reported that the Committees had also discussed whether Board members should be required to contribute financially to the University. Penn Chabrow moved that the following amendment to the Association's bylaws be adopted:

- Add as Article IV, Section 4(c): “All members of the Board of Directors shall be required to make an annual financial contribution to The George Washington University.”

The motion was seconded and carried by unanimous voice vote.

- Gosbee noted that the Committees had discussed the concept of making all matriculated students eligible for membership in the Association. The question was referred to the Executive Committee for further consideration.
- Assistant Vice President Mory announced that nomination forms for Board of Director positions for the 2007-08 academic year were now available, and that completed applications were due to the Committee by May 15.

### ***Old and New Business***

- There was no old business to consider.
- Al Nadel asked whether the Association’s directors and officers insurance policy had been renewed. President Young responded that the policy was in the process of being renewed and that the premium had been paid. Assistant Vice President Mory noted that he would send a notice to the Board once the renewal process had been completed.
- Assistant Vice President Mory announced that the Association’s Annual Meeting would be held on June 6, 2007, at 6:00 p.m.

- Al Nadel moved that the Board of Directors adopt the following resolution:

BE IT RESOLVED that the GWAA Board of Directors hereby acknowledges with great appreciation all of the efforts and service, including those above and beyond the call of duty, of Scott Mory during his successful tenure as Assistant Vice President for Alumni Relations and Annual Giving, along with all good wishes for success in the future.

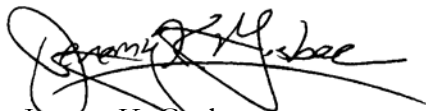
The motion was seconded and carried without objection.

- Secretary Gosbee thanked the Board members who had provided feedback on the previous board meeting and noted that speakers at this meeting were a reflection of the comments received.

### **Adjournment**

There being no further business, the meeting of the Board of Directors was adjourned at 4:07 p.m. The next meeting of the Board would be the Annual Meeting on June 6, 2007.

Respectfully submitted,



Jeremy K. Gosbee  
Secretary