

**THE GEORGE WASHINGTON ALUMNI ASSOCIATION  
MINUTES OF THE BOARD OF DIRECTORS MEETING**

Saturday, November 17, 2007

*Board of Directors in Attendance:* Rudy Alvarez, Blaine Atkisson, Zoe Beckerman, Sally Cacheris, Nicole Capp, Penn Chabrow, Amy Chmar, Jay Cohen, Montrose Cones, James Core, Richard Crespin, Lindsey Davidson, Debby Demaree, Laura Downs, Steven Frenkil, Allan From, Stephanie Gardner, Marc Goldsmith, Jeremy Gosbee, Memphis Holland, Rex Holoway, Mark Hughes, Frank Kent, Issa Khozeimeh, Joe Kiehl, Jonathan Klonsky, Jeannie Lesko, Laurie Lowe, Jeff Marootian, Lindsay Marsh, Arlinda Mezini, Robert Miller, Melissa Nachatelo, Tejbir Phool, Richard Popiel, Pilar Rivera, Brian Schoeneman, Jonathan Tarnow, Deborah Wheeler, Christopher Young

*Members Not in Attendance:* Jeffrey Akman, Paul Antony, J.P. Blackford, Cheryl Bolding-Gunn, Oscar David, Minnie Harmon, Richard Heideman, Kamden Hoffmann, Stuart Kassin, John Manning, Eric Mendelsohn, Jeanette Michael, Douglas Mickle, Kristy Ortiz, Sreedhar Potarazu, Berverly Roberts, Steven Ross, Christina Guerola Sarchio, Frida Steinberger

*Members via Teleconference:* Richard Greene, Gerald Lazarus, Jodie Moxley

*Staff in Attendance:* Paul Bradley, Julia Coplan, Kevin Corbett, Lisa Harter, Andy Hill, Andrew Kaufteil, Paul Lanzone, Raina Lenney, Matt Lindsay, Kelly O'Brien, Laurel Price Jones, Seth Rosenzweig, Adrienne Rulnick, Maggie Wilson

*Staff Not in Attendance:* Mark Forrest, Stephanie Medwid, Anita Ponchione

**Call to Order and Minutes**

- President Richard Crespin called the meeting to order at 9:32 a.m.
- In the absence of Secretary, Lindsey Davidson, President Richard Crespin presented the Minutes from the August 18, 2007 GWAA Board Meeting and the October 16, 2007 Executive Committee Meeting. The minutes from the August 18, 2007, GWAA Board Retreat were approved with minor changes.

**President's Report**

- President Richard Crespin reported on the 2008 Cancer Gala, in which the GWAA sponsors a table. He also reported on the GWAA's purchase of four Women's Basketball Tickets, which will be available for those alumni who would like to attend.
- GWAA Action Plan 2007-2009 was created based upon the brainstorming from the Planning Retreat in August 2007.
  - Lifetime Engagement
    - Establish the tradition of a formal role for an individual responsible for keeping in touch with the members of a graduating

- undergraduate class, including compiling Class Notes and playing an anchoring role in planning reunions.
- The GWAA strongly believes that alumni career services will provide value, encourage engagement, and attract donors. An ad hoc working committee has been formed and will be chaired by Frank Kent to kick-start this initiative with a special emphasis on mid-career, career services.
  - Alumni discounted event ticketing will be researched in the hopes of making something like this available to alumni. This benefit would keep alumni at the center of the action on engage them with campus activity.
- Gathering a Voice
    - The focus for a two-way dialogue with alumni will emphasize engaging alumni and encouraging them to participate in our online community.
    - The GWAA is committed to improving the quality of the online experience for alumni to make the website a destination site. The Communications Committee will oversee the improvements to the site and recommend measures to institutionalize online mechanisms for two-way communication.
  - Building a Culture of Philanthropy
    - This emphasis is showing leadership by demonstration. The Executive Committee has committed its membership to Leadership giving by June 2008. Although not required, all Board Members are encouraged to consider this level for FY09.

### **Alumni Relations and Development Reports**

- Vice President of Development Laurel Price Jones reported on the recruitment of new positions including Director of the Medical Center and Associate Vice President of Fundraising Programs. It is most likely unknown until mid-December if these positions will be filled. Jones also reported on a growing concern for recruitment in meeting the expectations for the division's growth.
- Jones reported the Goal FY for 2008 is \$95 million, which is an increase of \$14 million as compared to last year (FY 2007, \$81 million).
- Jones also reported on two upcoming trips for President Knapp. The first trip includes stops in Seoul, Beijing, and Hong Kong. The second trip is to Paris and London. Events for the President include meeting with alumni and parents of current students, receptions, and visits to universities with which GW partners.
- Jones announced President Steven Knapp and his wife Diane are now honorary lifetime members of the GWAA.
- Associate Vice President for Alumni Relations and Development Adrienne Rulnick reported the new location for the Alumni House at 1918 F Street. The move was completed successfully in mid October.
- Rulnick reported on three main ways to improve the outreach to alumni. The three main avenues include schools and affinity groups, looking across the lifespan of alumni as it relates to these areas. Attention to lifespan will ensure we

- are meeting the needs of alumni as they move through the different stages of their lives.
- Rulnick also reported participating on the University Task Force on Community, convened by President Knapp. The committee includes students, faculty, and staff. One of the recommendations is to strengthen alumni relations. Students, Alumni and the University community generally would benefit from greater interaction among alumni, current students, faculty, administrators, and staff of GW. Therefore, the following goals have been identified:
    - Every freshmen student should have the opportunity to have significant interaction with alumni.
    - Other class students, including graduate and professional students, should have the opportunity to engage with alumni around shared career interests.
    - Alumni who work at GW should be engaged as mentors to students and new GW Alumni Staff.
    - Every academic program should be encouraged to create an alumni structure.
  - Rulnick reported there is a large emphasis on connecting with the affinity programs on campus in hopes of reconnecting alumni to what they remember most when they attended. For example, plans for FY08 include celebrating the 150<sup>th</sup> Anniversary of the first fraternity.
  - Rulnick also reported details of the President's domestic tour. The cities were divided into stops based upon the largest alumni populations. Washington D.C. will not be included in the tour, but will have separate events to bring alumni closer to campus.

### **Bank of America – GW Affinity Banking Overview**

- Rachel Wolf of Bank of America presented the new Affinity Banking Program to the GWAA Board of Directors.
- The affinity model will enhance the *Keep the Change* opportunities and increase the brand identity of GW. In addition, GW will also have the ability to bundle products together where the debit and checking accounts come together.
- With the *Keep the Change* program, GW was offered to increase the match percentage from 5%, 10% or 15%.
- Marketing for the product would include direct mail, statement inserts and messages, print ads, link on partner website, branch signage and promotions, and partner product page.
- Compensation structure includes \$10 per new checking account, \$5 per renewed checking account, shared revenue of net debit/check card retail transaction volume, and no compensation paid on existing accounts that convert into a GW product. All accounts must be new and organic for GW to receive the checking account compensation.

### **Ad Hoc committee Reports**

- Affinity Banking Program Committee Report

- Affinity Banking Program Committee Chair Blaine Atkisson reported on the ad hoc committee.
  - Atkisson reported the biggest concern the committee had was current alumni who already had accounts with Bank of America were not able to create compensation for GW.
  - Atkisson suggested it would be in the best interest for the GWAA to move forward with Bank of America's proposal.
- The Bank of America Affinity Banking Product Proposal was approved by the Board. In addition, the checking account option B carries with an ongoing match of 10% was also approved by the board.
- Career Services Committee Report
  - Career Services Committee Chair Frank Kent reported on the committee's progress, which includes numerous individual meetings and discussions about the potential design, needs, and services for alumni.
  - Four main alumni volunteer options include:
    - Volunteer as a mentor (high priority and value)
    - Volunteer expertise to assist Career Services with panel discussions, resume writing, interview skills, seminar, etc.
    - Volunteer through your employer to post jobs and serve as a point of contact for inquiries from GW Alumni
    - Volunteer for career fairs
  - The two current resource needs identified by the committee include:
    - Hiring of Career Services Counselor
    - Donations to fund expansion of services as the Career Center

## **Committee Reports**

- Communications Committee
  - Communications Committee Chair Jeremy Gosbee reported the committee has two concentrations for gathering a voice for alumni. The first is an online town hall meeting set up in either a live or recorded format. The second concentration is letters to the president. The third is creating a more appealing website for alumni.
  - The focus behind the letters to the president is allowing alumni to understand they have a voice and someone/somewhere to send their ideas and opinions.
- Finance Committee
  - Finance Committee Chair Marc Goldsmith reported on the overview of expenditures. Highlighting and reviewing the current CD investments.
  - GWAA has three 60 year CD's and one 90-year CD and was able to lock in the higher interest rate before the interest rates were lowered.
  - GWAA is revising the budget and will be losing \$20,000 of income from CitiMortgage for FY08.
  - There is also a \$48,000 expense to GW, which in the past has always shown up a year late but this will update and show our correct assets.

- Goldsmith suggested a raffle or another program to generate a little more revenue for the GWAA. The committee is interested to hearing ideas from other Board members to generate more revenue.
- Nominations Committee
  - Nominations Committee Chair Jon Tarnow reported the GWAA received 22 new nominations and one carry over nomination for the Young Alumni Board of Trustees position. There are three selections made but the position is only offered to one person. If the first person offered the position does not acceptm, then the second preferred selection is offered the position and so on.
  - The three individuals recommended by the Nominations Committee and approved by the Board of Directors for the open Recent Alumni Trustee Positions are:
    - Jeffery Marootian (BA 2001, MPA 2003)
    - Lina Musayev (BA 2005, MPA 20007)
    - Omar Woodard (BA 2005, MPA 2007)
  - The Executive Committee discussed the young alumni who are nominated and not selected should be offered the opportunity to participate on the GWAA Board of Directors or serve on committees as volunteers. The Nominations Committee will discuss and decide what option are available.
- Programming Committee
  - Programs Committee Chair Blaine Atkisson reported regional programming has connected with 2,300 alumni through many events including Alumni Weekend with 1,000 attendees, Distinguished Alumni Awards with 140 attendees, the Red Sox/Orioles game with 105 attendees, and the Portrait Gallery Tour had 18 attendees however there was also a large waitlist for any openings.
  - Atkisson reported on the upcoming months. Alumni Relations just acquired 50 seats in the gold section to basketball games for the season. The grant program has approved 26 grants totaling approximately \$17,000, however, there is only a small amount left to give out. Chris Young suggested we look into increasing the amount of money for grants if there is such a large demand for them.
  - Atkisson also asked for the Board Members participation in upcoming events so there is at least one GWAA representative attending each event.
  - Atkisson announced a new reoccurring event. It is a speaker series held once a year or once a semester called Gain Wisdom. Currently the programs Committee is looking to brand this event and find speakers for topics on changes to the real estate and/or financial market, tax advice, and up and coming employment changes and popular career fields.
- Student-Alumni Committee
  - Student-Alumni Initiatives Committee Chair Laura Taddeucci Downs reported the Dinner With Alumni Program has had 9 dinners so far, servicing about 60 students. To increase communication and networking opportunities between hosts/hostesses, participating students, and GWAA there will be a letter sent out to the host/hostess.

- Downs reported on the lecture series. Matt Moug spoke about entrepreneurship and had 40 students and alumni in attendance. There was also a lecture series on space travel where about 70 students and alumni attended. Afterwards there was a lot of interaction between alumni and students. Next lecture series is on November 24, 2007 with guest speaker William Warren focusing on “How Do I Become a Foreign Service Officer?”
- Downs reported the Legacy Program is starting a website [gwu.edu/legacy](http://gwu.edu/legacy). Steve Frankil spoke at the Alumni Weekend Event held at Mount Vernon. The committee is currently exploring new ways of expanding the Legacy Program.
- Downs also reported the Housing Program Office is starting a campaign “I Wish I Would’ve Known...” and is hoping to team up with the GWAA. The campaign is an opportunity for alumni to voice their opinions and thoughts on what they would have done differently at GW knowing what they know now.
- Downs reported on the challenge President Crespin gave to the Student-Alumni Initiatives Committee, which was researching class secretaries and class agents. The committee has started their research and will have more information at our next Executive Committee meeting.
- Awards Committee
  - Awards Committee Chair Debby Demaree reported on The Distinguished Alumni Awards ceremony which took place during Alumni Weekend where about 140 people attended. The timing could have been better so more alumni stayed through the entire event. The committee is looking into ways to revamp the layout of the ceremony for more fluidity.
  - Demaree also reported on the Recent Alumni Achievement Awards and noted although the recipient was well deserving of the award, they did not appear any different from the Distinguished Alumni Award recipients. The committee does not want to stipulate the award is merely for undergraduates, so there will be some altering to the language in order to ensure an awardee attended GW at the early stages in their education/career. Nominations packets are being organized and have been sent out.
  - Demaree proposed the nomination of staff member Dr. Amy Mazur (BA 1971, MA 1974, Ed.D 1977) for the first-ever Jane Lingo Distinguished Alumni Service Award.
  - Demaree also announced 2007-2008 Distinguished Alumni Service Award Nominees including Kamden Hoffmann (BA 2002, MPH 2003), Candace Kaplan (BA 1970), Alexia Morrison (JD 1972), and Christopher Young (BBA 1980, M’Accy 1983).
  - The motion to move these five people into nomination for the Distinguished Alumni Service Award was approved without objection.

Old Business/New Business

- New Business includes the GW Cancer Institute Gala is coming up May 3, 2008. The GWAA Board will purchase a table. The event raises money for cancer research and development in the Washington DC Metropolitan area.

Adjournment

- The meeting was adjourned by President Richard Crespin at 2:17 p.m.

Submitted by,

L. Davidson  
Secretary