

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

Friday, April 11, 2008

Board of Directors in Attendance:

Jeffrey Akman, Rudy Alvarez, Blaine Atkisson, Penn Chabrow, Montrose Cones, James Core, Richard Crespin, Lindsey Davidson, Laura Taddeucci Downs, Steven Frenkil, Stephanie Gardner, Marc Goldsmith, Jeremy Gosbee, Richard Greene, Mark Hughes, Frank Kent, Issa Khozeimeh, Jeannie Lesko, Eric Mendelsohn, Robert Miller, Pilar Rivera, Steven Ross, Jonathan Tarnow, Deborah Wheeler, Christopher Young

Members Not in Attendance:

Paul Antony, Zoe Beckerman, Christina Benjamin, J.P. Blackford, Cheryl Bolding-Gunn, Celeste Bondon, Sally Cacheris, Nicole Capp, Jay Cohen, Oscar David, Debby Demaree, Allan From, Christina Guerola Sarchio, Minnie Harmon, Richard Heideman, Rex Holloway, Stuart Kassan, Joe Kiehl, Jonathan Klonsky, Laurie Lowe, John Manning, Jeff Marootian, Jeanette Michael, Kristy Ortiz, Sreedhar Potarazu, Tejbir Singh Phool

Members via Teleconference:

Amy Chmar, Kamden Hoffmann, Gerald Lazarus, Lindsay Marsh, Memphis Holland, Arlinda Mezini, Douglas Mickle, Jodie Moxley, Melissa Nachatelo, Richard Popiel, Beverly Roberts, Brian Schoeneman, Freda Steinberger

Staff in Attendance:

Kelly O'Brien, Kevin Corbett, Andy Hill, Andrew Kaufteil, Raina Lenney, Seth Rosenzweig, Adrienne Rulnick, Michael Steelman, Maggie Wilson

Call to Order and Minutes

- President Richard Crespin called the meeting to order at 9:14 a.m.
- Secretary Lindsey Davidson presented minutes from the previous three meetings and they were all approved without objection.

President's Report

- President Richard Crespin reviewed the FY09 GWAA Calendar. It was approved without objection.
- Crespin reported on the progress of the 3 goals: Lifetime Engagement, Gathering a Voice, and Building a Culture of Philanthropy. Lifetime Engagement has been tremendously successful so far in part because of President Knapp. Gathering a Voice has had positive strides forward, but still needs more concentration from the Board of Directors. Crespin will be videotaped for an interview, which will then go out in the "Colonial Cable" in May. The executive committee has committed to the GWAA Culture of Philanthropy by dedicating themselves to donating at the leadership level. The GWAA is currently at 70% of this commitment.

- Crespin briefly reported the Luther Rice Foundation has now changed. It includes both students and young alumni. Students can join for \$75 and young alumni can join for \$250.
- Laura Taddeucci Downs reported on events for the Luther Rice Society.
 - April 23, 2008-Washington Nationals vs. New York Mets baseball game featuring tour of the stadium, luxury suite reception with GW Alumnus Robert K. Tanenbaum, Principal Owner of the Washington Nationals.
 - May 13, 2008-Luther Rice Society Reception at the National Portrait Gallery, private tour of the “Recognize! Hip-Hop and Contemporary Portraiture” exhibit featuring a conversation with GW Law Professor Paul Butler on his “The Hip-Hop Theory of Justice.”
 - June 17, 2008-Broadway’s *Cry Baby* Theatre Performance and Reception featuring members of the cast and creative team.
 - LGBT Reception with President Knapp, Human Rights Campaign still has not confirmed a date.
- Crespin asked for approval of GWAA Bylaw Revisions (see detailed notes below presented by Jonathon Tarnow) and also the schedule of meetings for 2009. The Board approved the revisions, but there were several suggestions to alter other areas of the GWAA Bylaws. For example, Laura Taddeucci Downs brought up a point of expanding the Board of Directors since the committees are already stretched thin.
- Jonathon Tarnow, presented the revisions to the GWAA Bylaws:
 - Article IV, Section 2 (m) - A chapter leader from each of the domestic and/or international geographic regions in which alumni reside. Regional Chapters are defined by the Office of Alumni Relations. Regional leaders are appointed for a one-year term, subject to reappointment, by the President in consultation with the Office of Alumni Relations.
 - Article IV, Section 3 (f) - If a vacancy occurs among any school-based representative, the school or a school alumni association may appoint a replacement to serve out the remainder of the three-year term. Notwithstanding any other provision of this Section, if such appointment takes effect eighteen (18) months or less prior to the expiration of the term, the appointed replacement may serve an immediately subsequent full term as a school-based representative.
 - Article IV, Section 8 (9) - Vice President for Career Services
 - Article VIII, Section 2 (i) – Career Services Committee. This Committee, chaired by a Vice President, shall consider issues pertaining to the career transitions of alumni and provide, when appropriate, voluntary support of career programs and events for the career education of current students.
 - Article VIII, Section 3 - The President may appoint Vice Chairs for the Finance Committee, Programs Committee, Communications Committee and Career Services Committee as may be needed to fulfill the mission of these committees.
 - Article VIII, Section 4 (d) – Programs Committee, Student-Alumni Initiatives Committee, Communications Committee, and Career Services Committee

- Article VIII, Section 5 (c) – Programs Committee, Student-Alumni Initiatives Committee, Communications Committee and Career Services Committee. Unless otherwise specified by these Bylaws, the Programs Committee, Student-Alumni Initiatives Committee, Communications Committee and Career Services Committee shall each have at least one meeting in each semester during which classes are held, which shall be open to all members of the Association.
- A motion was presented to approve the revisions to the GWAA Bylaws so amended and adopted.
- Crespin received requests to add honorary members to the alumni association. Crespin decided to make this a matter for the executive committee, which they can review and accept.

Alumni Relations and Development Reports

- Adrienne A. Rulnick, Associate Vice President for Alumni Relations and Development, reported on how the Division of Alumni Relations is structured and staffed. Alumni Relations has been in a tremendous growth mode for the past few years. Now one of the focuses is to manage the growth of the department. In particular, they are looking for alumni staff for the School of Engineering and Applied Sciences.
- Summary of Leadership Annual Giving and Annual Giving FY08:
 - Principal gifts or gifts of \$1,000,000 or more have been donated to the Athletic Department and Gelman Library.
 - Seth Rosenzweig is the Director of Leadership Annual Giving. Operations are significant and Alumni Relations and Development are hoping to transfer databases to the BSR Advance. This process is extensive, expensive, and completion will most likely take about 18 months.
- Alumni Relations and Communication
 - The Office of Alumni Relations works with the President’s Office and University Communications to centralize communication for the President on areas involving development.
- Summary of Development Attainment:
 - Numbers are higher at this point
 - Attainment FY08 YTD (July 1, 2007-January 22, 2008) (in millions)
 - Cash \$28.0
 - GIK \$2.0
 - New Pledges \$14.0
 - Deferred Commitments \$5.5
 - Total YTD \$49.5
 - Commitments Needing Documentation \$18.5
- One of the goals of the Development team is to create a student aid initiative, which will start July 1, 2008 and be a major focus for the next five years. The goal is to quadruple donations from \$10 million to over \$40 million a year. Small donors will also be able to participate in the scholarship/student aid funds.

- Annual Giving and Alumni Relations Team Leaders
 - Raina Lenney, Senior Director of Alumni Relations
 - Andrew Kaufteil, Senior Director of Alumni Relations
 - Matt Lindsay, Director of Alumni Communications
 - Kevin Corbett, Director of Alumni Benefits and Outreach
 - Seth Rosenzweig, Director of Leadership Annual Giving
 - Carissa Ciuca, Director of Annual Giving
 - Director of International Alumni Relations, open position

Service Excellence Advisory Council Presentation

- Peter Konwerski, Assistant Vice President, Student Academic Support Services reported on the Service Excellence Advisory Council Presentation. Their strategic vision has three fundamental areas of focus:
 - Raising the level of academic excellence for which GW is already recognized.
 - Gaining a unique position in the higher education marketplace.
 - Achieving a high level of operational excellence in all areas.
- 3-Tier Service Model:
 - 1st Tier- Online Self-Service
 - Customer uses web to find solution through structured websites, FAQ's, online training, etc.
 - 2nd Tier- General Help Desk
 - Help provided by phone, email, web-forms, or walk-in. Problems are logged and tracked through automated systems and resolved or directed to appropriate specialists.
 - 3rd Tier- Specialist/Expert Assistance
 - Specialist resolves problem and notifies customer. The specialist helps develop problem resolution pathways for the 1st and 2nd tiers.
- The core groups were formed to help focus cross-functional/cross divisional teams on service issues:
 - The SEAC focuses on service quality for students, staff, faculty and alumni.
 - The Employee Core Group developed, managed, and implemented projects to improve service quality for employee related issues.
- Service Cluster groups are departments that interact and depend on each other to provide service to their customers. There are two active GW Service Clusters: (1) Business Services Cluster and (2) Residential Life Services Center.

Campus Plan Update

- Alicia O'Neil, Managing Director for the Office of Real Estate, reported on the re-development project.
- O'Neil passed out vision books which were developed during a campus planning process, however they provided an overview on general themes for the campus plan. The general themes include: "Grow Up, Not Out", "Integrated Development Strategy", and "A Sense of Place". The plan includes approximately 1.5 million new square feet of academic development and 1,000 new beds for student housing on campus over the next 20 years.
- O'Neil reported on several redevelopment plans:
 - Campus Plan, including Square 54 and The Pelham Hall Re-Development Project were approved last year, and the University has the rights to pursue the next steps in development. The first focus for development was a new Science and Engineering Complex and renovations to Lafayette Hall.
 - Campus Plan commitment also includes "Growing Up, Not Out" to partner with the Foggy Bottom community. Undergraduate dorms have been transformed into Law School or Graduate student housing.
 - The Square 54 site will be breaking ground hopefully during Summer 2008. Square 54 will include retail, residential, and office space. Retail includes a grocery store on-site, the residential includes apartment units (but not student housing), and office space includes commercial office space. There will also be parking spaces available, which will be located below ground in the building.
 - On F Street, the School Without Walls project is already underway. It is on track to be finished in Fall 2009. The space will include 474 beds, mostly single bedrooms, shared living rooms, kitchens, and laundry.
 - Pelham Hall Project is a similar renovation project to the School Without Walls, however, this would be for freshmen and sophomores students, so there are no kitchens.
 - 1925 F Street NW, President Knapp's new residence, is on schedule to be completed and ready for move-in at the end of July.
 - The Smith Center renovations have not yet been determined. The building is still being evaluated so plans can be drawn up. However, renovations would include new locker rooms, an academic advisory center, new workout facilities, and a new façade.

GW Men's Basketball

- Karl Hobbs, Head Coach of the Men's Basketball Team, presented what he emphasizes for his team and while he is recruiting.
- Hobbs mentioned there is an incredible amount of pressure on athletes today because of the large impact of media communications. This media attention makes not only the level of play more competitive but also makes recruiting top high school players more challenging.

- Hobbs understands the impact a successful basketball team has on a university. It becomes the face of the university to some degree. Therefore, when Hobbs is recruiting high school seniors he ensures they embody 3 criteria to play for GW:
 - A burning desire to want to graduate. If you don't, you won't because the education is tough and will take work.
 - A burning desire to improve as a person and as a basketball player.
 - A burning desire to want to win. You have to want to overachieve because that's the only way GW will get back to the NCAA Tournament and stay competitive.
- Hobbs finished by mentioning if someone wants to see the success of GW athletics, don't look at the GW Men's Basketball Team, look at all the other sports. Look up their records and then look into their budgets. Once someone sees their budgets they will be even more impressed with what they have accomplished.

Committee Reports

Programs Committee

- Programs Committee Chair, Blaine Atkisson, reported the GWAA had a very successful event at the new DC Nationals Stadium for the GW baseball game.
- Atkisson also reported there is a Student Networking Event on April 16, 2008 at the Alumni House. There are currently 22 alumni signed up to attend the event, but the Alumni House is looking to get about 25 signed up.
- Atkisson announced the Race for the Cure, which is held June 7, 2008, will be coordinated with the GW Cancer Institute and the team name is GW Colonials for the Cure. There will be brunch and event t-shirts available at the Alumni House after the race.

Student-Alumni Initiatives Committee

- Student-Alumni Initiatives Committee Chair Laura Taddeucci Downs reported the dinner program has hosted 49 dinners this year, and has accommodated over 300 students. The committee had anticipated to reach their goal of 58 dinners for the year as compared to last year where there were about 42 dinners hosted. Laura is hoping to get a student helper to assist Andy Hill in the scheduling so next year we can surpass our current goal of 58 dinners. The demand among students is decreasing somewhat because GWAA is able to host more dinners than in the past, but to meet the demand of students the number of dinners per year would most likely need to increase to 100 or more.
- Downs reported there is an Alumni Networking Event on April 16, 2008. There are about 20-25 alumni scheduled to participate. Also, the Legacy Family Reception will be held at 1:30 pm on the Friday of Commencement Weekend, and the Zero Year Reunion will be held for graduating seniors at Nick's Riverside Grille.
- Downs and Andrew Kaufteil reported on the progress of the proposed Class Secretary Program.

- The GW Class Secretary Program, a volunteer position responsible for soliciting, collecting, and posting class notes and soliciting donations.
- The responsibilities would include:
 - Solicit and gather class notes.
 - Write letters to the class to join him/her making an annual class gift.
 - Gather lists of alumni, while simultaneously generating interest in class activities, such as reunions.
 - Serve as a Five Year Reunion Committee member.
 - Time commitment is minimal – the position only requires working several hours a month.
- The GWAA will seek to make it an honor to be selected as a class secretary. Selections would be made the second semester of the student's junior year.
- The terms for a class secretary would begin senior year and end at the conclusion of the class five-year reunion. Selection of class secretaries for the next five-year term could be scheduled to take place at the five year reunion.
- The GWAA would also ask for a formal, written commitment for alumni to symbolically state their interest when they decide to be a part of the program.
- Downs finally reported there is an interest in offering free business cards (approximately 30 per student, additional cards could be purchased) for students with the GWAA logo on the back. The business cards would also support students for networking events, while advertising the GWAA.

Awards Committee

- The Awards Committee Chair, Audrey Plonk, reported on both the GWAA 2008 Recent Alumni Achievement Awards Nominees and 2008 Distinguished Alumni Achievement Awards Nominees.
 - GWAA 2008 Recent Alumni Achievement Awards Nominees included:
 - Julie S. Lee, SEAS MS 2005
 - Rudy Perecin Mareno, ESIA BA 2005
 - GWAA 2008 Distinguished Alumni Achievement Awards Nominees included:
 - W. Scott Amey, SEAS MS 1975
 - Craig DeAtley, SMHS BS 1975
 - James B. Quigley, ESIA BS 1982
 - John Safer, CCAS BA 1947
 - Kerry Washington (CCAS BA 1998) will be receiving her award this year since she was unable to attend last year's ceremony.
 - There was a motion to accept all nominees. All nominees were approved without objection.

Communications Committee

- Communications Committee Chair, Jeremy Gosbee reported on the improvements to the Alumni House Website. Matt Lindsay has been working hard and will be looking at layout options in May.
- Gosbee also reported on the development of a general brochure, which describes all alumni benefits. The brochure will be included in the upcoming GW Magazine, set to be ready in late April/early May.
- Gosbee noted the GWAA Class Secretary Program will create a connection to niche media. Therefore, the Communications Committee and the Student-Alumni Initiatives Committee will need to work together so the GWAA can interface with Facebook and LinkedIn and hopefully create an easier, more convenient way of communicating with alumni.

Finance Committee

- Finance Committee Chair, Marc Goldsmith, reported the GWAA is on budget and all expenses are in line. The GWAA may even have some money (\$2000+) left, which will help the Association's deficit.
- Goldsmith mentioned the GWAA needs to fund operations to find more affinity programs or find more benefits for alumni. In regards to the affinity program, the start date is July 1, 2008.
- Goldsmith reported the GWAA will be renegotiating with the university how much we pay them. Currently, it is at 75%. In the renegotiation, the GWAA may want to consider what type of partnership the GWAA wants with Alumni Relations. GWAA used to get money on a per capita payment; would this be best for us as the GWAA grows?
- Goldsmith also reported grants are now 20% of the operating budget but the Finance Committee would like to increase it to 30%. However, currently the GWAA cannot afford to fund any more grants.
- The Finance Committee is also looking for reports on how money is being spent so adjustments can be made to allocations.
- An ad hoc committee was formed to generate revenue for the GWAA. Members include:
 - Blaine Atkisson
 - Chris Young
 - Richard Crespin
 - Lindsey Davidson

Nominations Committee

- Nominations Committee Chair, Jonathon Tarnow, reported the committee will meet in May to evaluate nominees.
- Tarnow also reported Omar Woodard will become a Recent Alumni Trustee.

Old Business

- Crespin asked when the best time to schedule Board of Director meetings because of low attendance.
- Crespin announced there are now discounts for alumni at various University venues, such as Lisner Auditorium.

New Business

- Gerald Lazarus reported on the development and dedication to improve GW as a research institution.
 - Research and development are important for GW because:
 - Research is the sum and substance of the national reputation for the University.
 - The visibility of GW will change by emphasizing research and development.
 - Bringing research dollars will support tuition.
- Goldsmith reported there was a wonderful turnout at the Central New Jersey GW Alumni gathering. Approximately 50 alumni attended, and due to the large turnout there will be more of an effort to host alumni events in Central New Jersey.

Adjournment

- The meeting was adjourned by President Richard Crespin at 3:31 p.m.

Submitted by,

L. Davidson
Secretary