

**THE GEORGE WASHINGTON ALUMNI ASSOCIATION
MINUTES OF THE ANNUAL MEETING**

Wednesday, June 11, 2008
1957 E Street, NW, Washington, DC

Board of Directors in Attendance:

Rudy Alvarez, Zoe Beckerman, Christina Benjamin, J.P. Blackford, Weston Burnett, Sally Cacheris, Penn Chabrow, Jay Cohen, Montrose Cones, Jim Core, Richard Crespin, Lindsey Davidson, Laura Downs, Steven Frenkil, Marc Goldsmith, Jeremy Gosbee, Mark Hughes, Frank Kent, Issa Khozeimeh, Joe Kiehl, Jeannie Lesko, Memphis Holland, Eric Mendelsohn, Arlinda Mezini, Douglas Mickle, Lina Musayev, Melissa Nachatelo, Audrey Plonk, Pilar Rivera, Tejbir Phool, Jonathan Tarnow, Deborah Wheeler, Peter Weissman, Chris Young

Members Not in Attendance:

Jeffrey Akman, Paul Antony, Blaine Atkisson, Cheryl Bolding-Gunn, Celeste Bondon, Nicole Capp, Amy Chmar, Allan From, Stephanie Gardner, Richard Greene, Christina Sarchio, Minnie Harmon, Kamden Hoffmann, Rex Holoway, Stuart Kassin, Gerald Lazarus, Laurie Lowe, John Manning, Jeff Marootian, Lindsay Marsh, Jeanette Michael, Richard Popiel, Sreedhar Potarazu, Beverly Roberts, Brian Schoeneman, Freda Steinberger

Members via Teleconference:

Oscar David, Jonathan Klonsky, Robert Miller, Kristy Ortiz, Steven Ross

Staff in Attendance:

Kevin Corbett, Michael Steelman, Matt Lindsay, Adrienne Rulnick, Kelly O'Brien, Andrew Kaufteil, Mark Forrest, David Chambliss, Anita Ponchionne, Erin Pitts, Julia Coplan

Call to Order and Minutes

- President Richard Crespin called the meeting to order at 6:02 p.m.
- Secretary Lindsey Davidson presented the minutes from the Board of Directors Meeting on April 11, 2008. Minutes were approved without objection.

Executive Officer Reports

President's Report

- President Richard Crespin spoke on the 3 goals of the GWAA:
 - Promoting lifetime engagement
 - Gathering a voice
 - Creating a culture of philanthropy (giving of both money and time)
- Crespin recognized outgoing Board Members
 - Cheryl Bolding-Gunn (CCAS, BA '79), Member-At-Large
 - Issa Khozeimah (SEAS, BS '67; MSE '73, DEng '84; DSc '94), Delegate, Engineer Alumni Association

- Melissa Nachatelo (ESIA, MA '04), Delegate, Elliott School of International Affairs
- Christina Guerola Sarchio (LAW, JD '95), Delegate, Law Alumni Association
- Stephanie Gardner (CCAS, BA '08), Student Association Designate
- Kristy Ortiz (SEAS, BS '00; MS '01), Recent Alumni Trustee
- Kamden Hoffmann (ESIA MA '02; SPHHS MPH '03), President, Public Health Alumni Association
- Blaine Atkisson (GWSB, BAcy '98, MBA '02), Vice President for Programs
- Chris Young (GWSB, BBA '80; GWSB, MAcy '83), Immediate Past President
- Nicole Kapp, Student Association President (2007-2008)
- Crespin welcomed new Board Members and SA President
 - Jennifer Aronson (CCAS, BA '02), Vice President for Programs
 - Audrey Plonk (ESIA, BA '02), Vice President for Awards
 - Omar Woodard (ESIA, BA '05; TSPPPA, MPA '07), Recent Alumni Trustee
 - Christina Benjamin (SPHHS, MPH '07), President, Public Health Alumni Association
 - Weston Burnett (LAW, JD '75; LLM '83), President, Law Alumni Association
 - Shannon Mouton (MVC, '90 BA), Delegate, Mount Vernon Alumnae Association
 - Blago Petkov (GWSB, M Accy '03), Delegate, School of Business Alumni Association
 - Richard Heideman (LAW, JD '72), Delegate, Law Alumni Association
 - Vishal Aswani, Student Association President (2008-2009)
- Crespin acknowledged Nic Lakas, a former GWAA President, who passed away earlier this year, and called for a moment of silence

Treasurer's Report

- Marc Goldsmith, GWAA Treasurer presented a budget summary for FY08
 - Fiscal year end is June 30th
 - Anticipate ending the fiscal year with a \$6,000 deficit as opposed to the \$18,000 deficit proposed at the beginning of the year
 - The finance committee will reevaluate the budget plan for FY09
 - Goldsmith acknowledged the association's needs for increased funding to support board initiatives as a result of the termination of the CitiMortgage contract with the GWAA

University Officer Reports

Vice President for Development and Alumni Relations

- Laurel Price Jones reported on:
 - Managing the changing culture and new expectations
 - Recruiting new staff to join the strong staff already in place
 - Working with the president to use his time to engage alumni in the life of the university and to engage potential donors
- Price Jones emphasized President Knapp's goal of gathering the voice of alumni from our worldwide community
- Nurturing a culture of philanthropy:

- Changes in university culture that support this effort
- Board's investment in Development and Alumni Relations
- New Initiatives of the New Year:
 - Leadership Annual Giving and Luther Rice Society Council
 - International fundraising and alumni relations
 - Focus on communicating with alumni across a broad range of media
 - More professional, sophisticated and strategic events and communications
 - Fundraising for athletics
 - Expansion of parents campaign
 - Mount Vernon alumnae
 - The division will be converting to a new database – BSR Advance
- Attainment FY08 YTD (July 1, 2007 – June 11, 2008)
 - Cash: 34.7 million
 - Gifts In Kind (GIK): 3.0 million
 - New Pledges: 40.0 million
 - Deferred Commitments: 14.8 million
 - Total YTD: 92.5 million

Associate Vice President for Alumni Relations and Development

- Adrienne Rulnick reported on one of the GWAA's central themes of developing a lifelong and worldwide alumni community. There are several strategies currently employed towards reaching this goal:
 - Increased emphasis on regional and international alumni outreach
 - Expanded alumni communications, print and web, including greater presence in *GW Magazine*
 - Creating closer ties across university areas to promote alumni volunteer opportunities including career services and admissions
 - Development of alumni affinity groups and connections to student groups, including multi-faceted connections with athletics
- Rulnick emphasized the importance of developing an infrastructure for success. This will depend upon gathering a voice of alumni and creating a culture of philanthropy.
 - Increased staffing in Alumni Relations will help towards this goal
 - Enhancement of Luther Rice Society for Leadership Annual gifts including the development of industry alliances, an advisory committee and attractive, well-attended events
 - Expansion of LRS to seniors (@\$75) and for FY '09, extending LRS and Young Alumni activities to 6-10 year out group so there is continuity: seniors-@74, 1-5 @250, 6-10 @500; thereafter at \$1,000 and up
 - Firm establishment of free-standing reunion weekend in FY '08 including the expansion of reunion program to include affinity groups, family events, presidential involvement, and timely themes
 - A strategic plan for FY09 will include the development and expansion of international alumni activities and networks, additional presidential tour stops, expansion of alumni travel program, and extension of benefits to parents and staff
 - Redesigned alumni website and expansion of on-line community will include new benefits such as lifetime email through GW's partnership with Google

- Rulnick finished by highlighting the achievements of the past year:
 - Annual gifts (up to \$25,000) have increased by 16%
 - Senior class gift stellar year: 782 gifts, 618 from seniors+25.2%
 - 100% committee participation
 - 61 seniors joined the Luther Rice Society
 - \$39,452.63 as compared with \$7,460.20 from the class of 2007
 - LRS attainment:
 - 313 new members
 - 843 visits in FY '08
 - \$856,245 raised as of June 10, more to come
 - Goal for FY '09: \$1 million +
 - Fall 2007 reunion drew approx. 1500 attendees, as compared with 700 in 2006 and 400 in 2005 (goal for Fall 2008 is 2,000)
 - Alumni audit program increased attendance and revenue:
 - 38% increase in attendance over past 3 years (167 auditors)
 - 25% of auditors are also donors
 - Alumni communications:
 - 23,000 registered community members, 20,000 unique visitors per month
 - *Colonial Cable* emailed monthly to over 80,000 alumni
 - *Regional Roundup* emailed monthly; new monthly international editions started for Europe, Asia, and Middle East
 - Volunteer management program implemented for regional leadership
 - Enhanced student alumni programming:
 - 49 dinners with alumni in FY '08
 - Enhanced Career Advisor Network for students
 - Launch of new improved alumni career services: alumni.gwu.edu/career
 - Relaunch of book award from GW for high achieving juniors in selected high schools throughout the country
 - Quarterly meetings with alumni staff across university led by Director of School Alumni Programs to maximize internal communications and shared best practices

Nominations Committee Report

- Jonathon Tarnow, Nominations Committee Chair, confirmed the President-Elect and Members-at-large
 - Laura Taddeucci Downs, President-Elect (BA 1992, MA 1995)
 - Lina Musayev, Member-at-Large (BA 2005, MPA 2007)
 - Peter S. Weissman, Member-at-Large (JD 1996)
- There were nearly 30 applications for the vacant member-at-large seats this year
- All three nominees, Downs, Musayev, and Weissman, were approved without objection

New Business and Public Comment

- Rudy Alvarez announced a GW table at the street fair during the Capital Pride Festival and requested volunteers to help staff the table

Adjournment

- President Richard Crespin adjourned the meeting at 7:22 p.m.