

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

**Washington, District of Columbia
November 3, 2012**

A regular meeting of the Board of Directors (the “Board”) of the George Washington Alumni Association (the “Association”) was held on the Mount Vernon Campus of The George Washington University in Washington, D.C. on November 3, 2012 at 10:00 a.m. local time. Present at the meeting were the following Board members:

Fred Bailey	Katharyn Hiebert (via teleconference)
Gloria Berberich	Mark Hughes
Aaron Binstock	David Karlgaard
Karl Boettcher	Buddy Lesavoy
David Brunori	Helen Li
Wes Burnett	Judith Lipner (via teleconference)
Penn Chabrow	Hsiao Liu
James Core	Leslie Megyeri
Morgan Corr	Christine Morano Magee (via teleconference)
Anne Cutler	Brandon Muir (via teleconference)
Scott Jackson Dantley	Larry Murphy
Aaron Deer	Ashwin Narla
Andrew Dixon	Nsedu Obot Witherspoon
Elizabeth Dollens	Ilisse Perlmutter
Pascale Dumit (via teleconference)	Richard Popiel (via teleconference)
Jeffrey Fair	James Quinlan
Kyle Farmbry (via teleconference)	Paula Segal
Steve Frenkil	Julia Susuni
Allan From (via teleconference)	Jonathan Tarnow
Harjinder Gill	Jon Tollefson (via teleconference)
Edward Gnehm	Yao Tyus
Jeremy Gosbee	James Walker
Randolph Graves	Titilola Williams-Davies (via teleconference)
Keith Greene	Lloyd Winans (via teleconference)
Jacqueline Hackett	Thelisha Woods

Mr. Core, the Association’s President, acted as Chair of the meeting and Mr. Tarnow, the Association’s Secretary, kept the minutes.

All of the above-named persons being present, the Chair called the meeting to order and announced that the Board’s meeting would proceed with the transaction of business.

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The first matter to come before the Board was a welcome and review of the meeting agenda by Mr. Core. During his welcome remarks, Mr. Core asked those present to keep in mind the 70,000 fellow alumni in the region most significantly affected by the recent Hurricane Sandy.

The second matter to come before the Board was a presentation by Mr. Tarnow of the minutes of the Board's meeting and the Association's Annual Meeting of June 14, 2012. Those minutes were subsequently unanimously approved by the Board members in attendance. Mr. Tarnow further noted that the meeting packets also included, for informational purposes, copies of minutes of Executive Committee meeting of May 21, 2012.

The third matter to come before the Board was the President's Report by Mr. Core. He highlighted the recent Alumni Weekend, reporting that over 1800 alumni registered for events, including over 60 events sponsored by Alumni House and several other school-based activities. He also noted hundreds of official and unofficial social media posts throughout the weekend. Mr. Core then updated the Board on his interactions with parents and students during Colonials Weekend, and on the fall Council of Chairs meeting. He next described his participation in the most recent meeting of the Board of Trustees' Committee on Development and Alumni Affairs, where, among other things, he informed that board regarding the increasing use of technology to enhance alumni engagement, including virtual networking events. He also reported to the University's board about the GWAA Board's increasing diversity and capabilities, and regarding the alumni grants program. Mr. Core then informed the Board that 79% of the membership had attended at least one meeting in person this year to date (as required by the bylaws), that 32% of the Board had made a current-fiscal year financial contribution to the University as of October 22, 2012, and that such donations totaled approximately \$50,000.

The fourth matter to come before the Board was the President-Elect's Report by Mr. Frenkil. He advised the Board that even as a long-standing member, he was spending time in his new office getting better acquainted with the various committees and structures that support the Board and the Office of Alumni Relations. He also reported that he was serving as the alumni representative on the Columbian College Dean Search Committee.

The fifth matter to come before the Board was the report of the Vice President for Financial Affairs and Treasurer by Mr. Murphy. He noted that the annual budget was unchanged to date from what was presented at the August retreat, and that the only significantly increased line item in the budget was parking expenses for board meetings. He also provided and explained summaries of the Association's investment accounts.

The sixth matter to come before the Board was the Alumni Relations and Development Report by Ms. Adrienne Rulnick, GW Associate Vice President for Alumni Relations and Development. She echoed Mr. Core's previous remarks regarding over 1800 alumni coming to campus for the recent Alumni Weekend, and highlighted certain particular activities from that weekend, including that the University's Council of Chairs held a meeting during Alumni Weekend for the first time in recent memory. She next reported to the Board regarding the transition of the Alumni House's CMS system to the Drupal platform, and addressed concerns raised in a recent *GW Hatchet* article about the student calling program. Ms. Rulnick then informed the Board that the GW Outstanding Entrepreneurial Achievement Award had been incorporated into a business plan competition held by the GW School of Business, for which nominations would be open for the first time. She also notified the Board that Alumni Weekend 2013 would be held September 26-29, with the Distinguished Alumni Achievement Awards dinner on the evening of Thursday,

September 26, 2013. She concluded her report with a description of Alumni House staff transitions, including Melissa Nyman joining the marketing and communications team, and Nicole Allio joining as coordinator of alumni benefits and services.

The seventh matter to come before the Board was a presentation regarding the University's international alumni initiatives from Ms. Liza Boffen-Yordanov, Director of International Alumni Relations and Development, Mr. Mansoor Ali, Associate Director of International Programs and Ms. Melody Stratton, Executive Associate. They provided an overview of the strategy for engaging a community of over 8000 international alumni, including connections to such alumni through other existing networks. They described how an Alumni Network Tier Strategy established priorities based on development goals and objectives, as well as number of alumni and level of activity in a particular countries and regions. After discussion between the presenters and the Board membership about how members could best assist the initiatives, the presentation turned to certain signature programs already in place, including George's Birthday and the International Summer Send-Offs. There was also discussion about how the University is working within certain structures of the DC Chamber of Commerce and the Consortium of Universities to create larger, multi-institution alumni events in key foreign cities.

The Board then recessed for lunch, during which current GW students participating in the Colonial Ambassadors program joined the Board membership.

The eighth matter to come before the Board was a panel discussion regarding the Mount Vernon Campus, at which the Board meeting was taking place, moderated by Mr. Core. The panelists were Rev. Berberich (AA MVC '48), Ms. Gill (BA MVC '99) and current student Priya Fremerman, class of 2014. The panel focused on the unique experiences of the alumnae who attended Mount Vernon College and the students who live on the Mount Vernon Campus today. Upon the conclusion of this panel discussion, Board members were invited on student-led tours of the Mount Vernon Campus. The meeting recessed for approximately one hour while such tours occurred.

The ninth matter to come before the Board was a presentation regarding Alumni Volunteer Services from Ms. Renee Thomas, the University's director of alumni volunteer services. She informed the Board regarding goals to enhance measurement and benchmarking of alumni engagement, and strengthening the "value proposition" of the Office of Alumni Relations with both internal and external constituencies. She described the four avenues of alumni engagement as being awareness, activity, philanthropy and volunteerism. Ms. Thomas noted that, at present, over 497 individual alumni were active in leadership positions, 1460 had participated in career and networking initiatives, over 1000 alumni were involved with admissions activities, and nearly 250 alumni were engaged in student-focused programs. She also reported to the Board on the Alumni Service Initiative, which is a new effort to house all alumni service projects under one central office in partnership with other service programs at the University.

The tenth matter to come before the Board was reports from the appointed Vice Presidents and committee chairs on each respective committee's activities and progress toward goals established during the August retreat. The Vice Presidents and committee chairs each called the Board's

attention to the respective portion of the Committee Goal Progress Report document, which was distributed in the meeting materials and the contents of which are incorporated by reference into these minutes.

The eleventh matter to come before the Board was the call for new business by Mr. Core. There being no further matters to come before the Board, on motion duly made and seconded, a vote to adjourn the meeting occurred at approximately 3:30 p.m.

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The foregoing is a true record of the proceedings described herein and has been reviewed and approved by the Board, which gave authority to the undersigned to so authenticate.

Name: Jim Core
Date: