



Alumni Association

GEORGE WASHINGTON ALUMNI ASSOCIATION MINUTES OF THE BOARD OF DIRECTORS

Washington, District of Columbia
April 4, 2014

A regular meeting of the Board of Directors (the “Board”) of the George Washington Alumni Association (the “Association” or “GWAA”) was held at The George Washington University in Washington, D.C. on April 4, 2014 at 8:45 a.m. local time. Present at the meeting were the following Board members:

Martin Baum	Alexander Haseley (via phone)
Gloria Berberich (via phone)	Katharyn Hiebert
Aaron Binstock	Mark Hughes
Karl Boettcher	Lamin Juwara
Beverly Bogerty	Michael LaPlace
David Brunori (via phone)	Christopher LaRoque
Deborah Butterfly	Buddy Lesavoy
Charles Calloway	Renee Lewis
Christine Carnavos	Helen Li
Shannon Cerminaro-Doylee (via phone)	Judith Lipner
Fiona Conroy	Hsiao Liu (via phone)
James Core	Ari Masefski
Morgan Corr	Martha Morris
Aaron Deer (via phone)	Priscilla Monico
Brooke DeLancey	Larry Murphy
Alex Dietrich-Greene	Nsedu Obot Witherspoon
Jeffrey Fair (via phone)	Ilisse Perlmutter
Kyle Farmbry	Venessa Perry
Paul Fires	Paula Segal
Steven Frenkil	Julia Susuni
Israel From (via phone)	Jonathan Tarnow
Harjinder Gill	Jon Tollefson
Jeremy Gosbee	James Walker
Timothy Gowa	Titilola Williams-Davies (via phone)
Keith Greene	Lloyd Winans (via phone)
Jennifer Guzman (via phone)	Thelisha Woods (via phone)
Jacqueline Hackett	Marilyn Yakowitz
Michelle Harris (via phone)	

Mr. Frenkil, 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 introductory remarks by Mr. Frenkil. He commented that it was an exciting time for the University and its alumni, and he thanked those in attendance for actively participating with special acknowledgment for those traveling long distances. He also acknowledged the presence of Dwight Dozier, the University's new Senior Associate Vice President for Development.

The second matter to come before the Board was a presentation of minutes for the meeting of November 2, 2013, as prepared by Mr. Tarnow. Such minutes were unanimously approved by the Board members in attendance. It was further noted that the meeting packets also included, for informational purposes, copies of minutes of the Executive Committee's meetings of September 9, 2013, December 9, 2013 and January 27, 2014.

The third matter to come before the Board was the President's Report by Mr. Frenkil. He provided the Board with an update on events and meetings attended on behalf of the Association since the Board's last meeting, including the University Trustees meeting in February, Homecoming Weekend, the Carl Lutz Presidential Medal presentation and dinner at Swiss Residence, the Presidential Event on big data, and the Alumni Outstanding Service Awards ceremony held the night immediately prior to the current Board meeting. He then reported to the Board on its members' financial support of the University during the fiscal year, which as of March 31, 2014 reflected an 80% participation rate (57 of 71 members) with 39% of those gifts at the Luther Rice Society level. He noted that total fiscal year giving by Board members, including large gifts from Alumni Trustees on the GWAA board, was \$594,864 as of March 31, 2014. Mr. Frenkil encouraged all Board members to lead by example and make at least a portion of their annual gift sooner rather than later in order to achieve the goal of 100% participation by the May Board of Trustees meeting. He next reported on an appreciation breakfast that the Executive Committee held for the Office of Alumni Relations staff, and encouraged members of the Board to attend the upcoming University Commencement.

The fourth matter to come before the Board was the Report of the Vice President for Financial Affairs & Treasurer by Mr. Murphy. He provided an updated on the Association's accounts with Morgan Stanley, the first year of the renewed Bank of America affinity program, and the Association's annual budget. He also reported on the GWAA grants program, for which additional information was provided to Board members in the meeting packets. With respect to that item, there was discussion among the Board as to how to improve the awareness among grant recipients and the University community of the GWAA's sponsorship.

The fifth matter to come before the Board was an update from the Student Association, given by Ms. Susuni. She reported on the outcomes of her team's Health and Wellness Initiative, which conducted its own market basket research and advocated for the GW Student Health Services to be moved once again onto campus from its current location on K Street. She indicated that a working

group of students and University administration were meeting weekly to review implementation of the agreed-upon relocation. She next described work by the Student Association to compare housing costs on-campus versus off-campus and related efforts in response to the University's requirement that undergraduates live in campus housing through the junior year. She noted that the University agreed to a new seven-year renovation cycle for all residence halls, and that students will be able to choose rooms online by type, cost and specific room number. Ms. Susuni also remarked on meetings between the Student Association and students of Corcoran College of Art and Design about a prospective integration, and about the exciting campus atmosphere created by several athletics programs' recent successes.

The sixth matter to come before the Board was the report of the University's Division of Alumni Relations and Development, by Ms. Karen White, Senior Director of Alumni Relations. Ms. White began her report by noting the attendance at the meeting of Mike Morsberger, Vice President for Development and Alumni Relations. She then introduced several new members of the Office of Alumni Relations staff to the Board, and turned the podium temporary over to Mr. Dozier to discuss some reorganization of roles and responsibilities within the division and to provide an update on the search for new Associate Vice President for Alumni Relations. On that topic, he reported that four candidates had been selected for the next stage, which would involve bringing them to campus. Ms. White then resumed her report with highlights from Homecoming Weekend, and alumni events held during the Atlantic-10 and NCAA men's basketball tournaments. She also noted the upcoming annual Women & Philanthropy event on May 7, 2014, and encouraged all Board members to note Alumni Weekend 2014 as scheduled for September 18-21, 2014.

The seventh matter to come before the Board was remarks from the University President, Dr. Steven Knapp, followed by an open conversation with the Board. Dr. Knapp began his remarks with reference to the preceding night's Alumni Outstanding Service Award ceremony, as well as to the recent deaths of two students within the same week. With respect to the latter, he noted that the University established teams of counselors to assist students affected by those losses. Dr. Knapp then described ongoing transaction discussions with the Corcoran Gallery of Art and the Corcoran College of Art and Design, in which the National Gallery of Art would also play a significant role. He also discussed the recent donation by the Milken Institute to the School of Public Health, and the upcoming dedication of the new building for that school. Dr. Knapp also spoke about the anticipated November completion of the Science and Engineering Hall, the fall opening of the on-campus Textile Museum and Washingtonia Collection, the construction of District House (combining what were three separate residence halls), the recent renovations to Gelman Library, and career services enhancements based in large measure on work initiated by the GWAA. At the conclusion of his remarks, Dr. Knapp responded to questions from the Board on the topics of college affordability, dean and faculty recruitment, sustainability, and services for veterans and active military students. Before leaving, he thanked the Board for its continued service and leadership within the University community.

The eighth matter to come before the Board was a presentation from Dr. Terri Harris Reed, the University's Vice Provost for Diversity and Inclusion. During her presentation, Dr. Reed described the efforts to create and sustain a campus culture that recognizes and leverages the benefits of diversity and inclusion as essential elements of the University's pursuit of excellence. She remarked about her office's work to provide diversity expertise, tools, data and programming that inform and

shape curricular, research, administrative and outreach activities to improve teaching and learning outcomes; facilitate mentoring and leadership development; increase the dissemination and application of knowledge; and build and sustain vital community partnerships. Dr. Reed underscored that one of the principle goals of these activities, and of all related initiatives, is to provide current students with the knowledge, skills, and capacities they need to responsibly participate, lead and serve in a pluralistic society. At the conclusion of her presentation, Dr. Reed responded to comments and questions from several Board members and thanked the GWAA for its leadership in the area of diversity and inclusion.

The ninth matter to come before the Board was a presentation of GW's new Virtual Tour by Ms. Leah Rosen, Assistant Vice President for Marketing & Creative Services.

The tenth matter to come before the Board was a period for open discussion facilitated by Mr. Frenkil. Topics discussed included, among other things, how the GWAA might further advance international alumni engagement, the challenges associated with engaging alumni of certain eras, overcoming alumni perceptions that large annual events are about fundraising, and the importance of engaging alumni not only through large events but also via smaller occasions and one-on-one connections.

At this point in the meeting, the Board separated for the purposes of committee meetings.

The eleventh matter to come before the Board was reports from the Vice Presidents and committee chairs, which included the following:

- Ms. Permultter, reporting for the Awards Committee, presented the committee's confidential recommendations for Distinguished Alumni Achievement Awards. Upon motion that was duly seconded, the recommendations of the Awards Committee were approved by the Board.
- Mr. Greene, Vice President and chair of the Career Services Committee, reported that the committee spent much of its discussion on continued engagement of veteran-students through career services. He also noted that the committee recommended a potential task force or ad hoc committee be formed to focus on engagement of online students/alumni who may never have had a physical connection to the campus.
- Mr. Farmbry, Vice President and chair of the Communications Committee, reported that the committee had discussed how its role was evolving, in light of significantly enhanced staff capabilities in the Office of Alumni Relations, and that one area of focus could be disseminating more stories about the GWAA's activities and individual alumni accomplishments. He also noted that the committee was working on a guide for Board members on what it means to be an ambassador for alumni and the University.
- Mr. Lesavoy, reporting for the Student-Alumni Initiatives Committee, noted the past year's successes including the Dinner with Alumni Program and first annual Student-Alumni Day of Service, and encouraged Board members to get involved with a number of upcoming student-alumni events.

- Mr. Murphy, Vice President and Treasurer and chair of the Finance Committee, reported on the committee's continued exploration of potential new revenue sources for the GWAA.
- Mr. Gosbee, Vice President and chair of the Nominations and Governance Committee, updated the Board on the process for selection of a new Alumni Trustee and Recent Alumni Trustee, which had been delayed at several points by winter weather. He also reported on the committee's deliberations regarding the member-at-large selection process, in which 61 applications were narrowed to 23 interviewees.
- Ms. Conroy, Vice President and chair of the Programs Committee, reported that her committee was continuing to work to ensure participation by Board members in events funded in part through the GWAA Grants Program, and to enhance its collaboration with other committees in several areas.

The twelfth matter to come before the Board was Mr. Frenkil calling the Board's attention to upcoming events as noted in the meeting materials.

Following concluding remarks by Mr. Frenkil, upon a motion duly made and seconded, a vote to adjourn the meeting occurred at approximately 4:00 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.

Steven Frenkil
President

Date