



Alumni Association

GEORGE WASHINGTON ALUMNI ASSOCIATION MINUTES OF THE BOARD OF DIRECTORS

Washington, District of Columbia
May 1, 2015

A regular meeting of the Board of Directors (the “Board”) of the George Washington Alumni Association (the “Association” or “GWAA”) was held on the Foggy Bottom Campus of The George Washington University in Washington, D.C. on May 1, 2015 at 8:45 a.m. local time. Present at the meeting were the following Board members:

Asha Aravindakshan	Christopher La Rocque (via phone)
Martin Baum	Judith Lipner
Gloria Berberich (via phone)	Ari Masefski
Aaron Binstock	Martha Morris
David Brunori	Priscilla Monico
Deborah Butterfly (via phone)	Larry Murphy
Christine Carnavos	Ilisse Perlmutter
Fiona Conroy	Venessa Perry
Morgan Corr	James Quinlan (via phone)
Anne Cutler	Rachel Talbert
Scott Jackson Dantley (via phone)	Courtney Thorne (via phone)
Aaron Deer (via phone)	Jon Tollefson (via phone)
Brooke DeLancey (via phone)	Benjamin Trajtenberg
Alex Dietrich-Greene (via phone)	Marilyn Yakowitz
Jeffrey Fair (via phone)	
Paul Fires	
Steven Frenkil	
Harjinder Gill	
Jeremy Gosbee	
Randolph Graves	
Jacqueline Hackett	
Michelle Harris	
Alex Haseley	
Katharyn Hiebert	
David Karlgaard	
Michael La Place	

Mr. Frenkil, the Association's President, acted as Chair of the meeting and Mr. Corr, the Association's Acting 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.

* * * *

The first matter to come before the Board was the President's Report by Mr. Frenkil. He provided an overview of the agenda for the day and the various speakers that would present information to the Board, to be followed by a special thank you reception recognizing the work of the alumni relations staff. He also noted that University Commencement is coming up on May 17th and encouraged all members of the Board to attend and participate. He reminded the Board that the Annual Meeting of the Association would be held on June 4, 2015 in Foggy Bottom.

Mr. Frenkil next reflected on the successes of the Colonials Helping Colonials program and encouraged all members of the Board to share their stories of how connecting to other alums and GW students has impacted them. Several Board members informally shared their stories with those present at the meeting. Mr. Frenkil asked that every member of the Board consider some of their best Colonials Helping Colonials stories and to send them via email to Mr. Frenkil and/or GW alumni relations staff members.

Mr Frenkil then updated the Board on the status of Board member annual giving to the University, presently at 90% with 63 of 70 members contributing this fiscal year, with more than 30% at the leadership level. He reminded Board members that philanthropic support of GW is a requirement for continued Board service and encouraged all to discharge this requirement prior to the Annual Meeting on June 4.

Mr. Frenkil then introduced Avi Gupta, co-chair of the Corcoran Alumni Association, to speak to the Board regarding the ongoing efforts to support the integration of the Corcoran into the University family. Mr. Gupta provided a brief history of the Corcoran School of Art & Design, and its strong roots in the District of Columbia and existing historic ties with GW. He invited all Board members to attend the cross-disciplinary exhibit now on display at the Corcoran, featuring art created by Corcoran seniors. Mr. Gupta next gave an overview of the Corcoran alumni community and expressed his optimism at working to bring Corcoran alumni into the GW alumni community. Mr. Gupta then fielded questions from members of the Board, including suggestions for how the Association can best support Corcoran alumni.

The second matter to come before the Board was a presentation by Mr. Corr of minutes for the Meeting of the Association held February 7, 2015. Such minutes were unanimously approved by the Board members in attendance, with one clerical correction.

The third matter to come before the Board was the report of the Vice President for Financial Affairs & Treasurer by Mr. Murphy. He reviewed the status of the Association's fiscal year budget and financial activities to date, including revenue from our affinity partners and awards made under the GWAA grants program. He noted that there are a lot of repeat organizations who receive grants and that many of them wouldn't be able to hold their events without support of the GWAA. He noted that the Association is on target with the budget, even with additional allocations of funds for meeting costs. After fielding general questions from the Board Mr. Murphy concluded his report.

The fourth matter to come before the Board was the Report of the University's Division of Development and Alumni Relations, given by Karen White, Interim Associate Vice President of Development & Alumni Relations. She began by announcing that the annual Alumni Weekend will be held September 24th through 27th, which will include a GWAA Board meeting. She reviewed the rest of the tentative agenda and asked Board members to provide input in the coming weeks if there are thoughts on events. Another event she highlighted is the upcoming commencement ceremony as well as efforts underway to welcome these new graduates into the broader alumni community.

Ms. White next fielded questions related to the recent reduction in the budget across the University and how that has impacted alumni programs. While changes in some priorities and allocations have affected the department, she was pleased to report that no major reductions in programming are anticipated, though some events may have a small associated ticketing cost.

Ms. White next reported progress on the Associate Vice President hiring process. Several candidates have been interviewed in this latest round, and two finalists are in serious consideration. She hopes that by the Annual Meeting the University will be able to share a final decision on who will take on that critical role.

At this point in the meeting, the Board recessed as a whole for the purposes of conducting committee meetings.

Upon resuming general session, the fifth matter to come before the Board was a presentation by Dr. Peter Konwerski, Vice Provost and Dean of Student Affairs. Dr. Konwerski provided an overview of the services, programs, and priorities of the division of student affairs, including some of the latest issues facing the student population at the University. Other aspects of the presentation included new mental health initiatives, engaging students digitally, and enhancing the student development experience – professionally, academically, personally, and beyond. He then fielded questions from the Board on a range of topics and reiterated he is always available for comments, questions, and ideas from alumni.

The sixth matter to come before the Board was a panel discussion during lunch featuring several chairs of school advisory groups who provided information on their individual organizational structures, priorities going forward, and how they are successfully

collaborating across schools through the Council of Chairs. Laura Downs, past GWAA President and Chair of the Council of Chairs led the discussion and moderated questions from Board members.

The seventh matter to come before the Board was a presentation by Laura Downs in her role as a member of the President's Advisory Council (PAC). She reviewed the advisory role of the Council in the GWAA and its composition of former SA Presidents, former GWAA Presidents, and former Trustees. The primary topic the PAC this year has been to review membership in the Association among non-alumni. The PAC conducted a review of other comparable institutions as well as professional university alumni collaboratives. 22 schools were included in this review, of which 17 do allow non-alumni membership in alumni associations. She reviewed the rationale most institutions provide for allowing these memberships and the impact of doing so. The conclusion of the PAC was to recommend the GWAA provide a means for non-alumni to join the Association, though no specific membership regime was recommended. She then fielded questions from the Board on the potential impact of allowing for non-alumni membership and how other institutions manage such memberships. Mr. Frenkil announced that further discussion will be had at the next Executive Committee meeting and a formal bylaw amendment will be brought before the Board should any action be recommended on the matter.

The eight matter to come before the Board was a presentation by Ilisse Perlmutter who chairs the School Representatives working group which examined the role of individual school representatives to the Association and their various responsibilities to their schools within GW. She reported that there is great diversity of expectations and responsibilities among the different school representatives, with some very integrated into the school's alumni engagement structure, while the roles of others are less formalized. The working group recommends the Association reach out directly at the leadership level to each school's administration about qualifications for serving as a school representative, as well as generating a uniform document about recommended roles and responsibilities for the role. A short discussion ensued on the topic, with the conclusion that this would also be taken up by the Executive Committee in more detail at a future meeting.

The ninth matter to come before the Board was a discussion on the University's Making History Campaign, led by President-Elect Jeremy Gosbee. Mr. Gosbee announced his intention for the Association to take a significant tangible role in the Campaign. Suggestions included setting goals related to increasing percentage of overall alumni contributing, setting a monetary goal, matching fundraising drives, competition among the Board for soliciting other contributions, and increasing Board member's individual giving by X percentage. After robust discussion, it was decided that the matter merits further discussion at future Executive Committee and full Board meetings.

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

- Mr. Binstock, vice chair of the Nominations and Governance Committee, provided a report on the group's discussions which primarily focused on proposed bylaw amendments and a review of the committee's recently-completed nominations process for Members At-Large, Secretary, and Treasurer. He described the nominations process to the Board and that the committee had settled on nominations for 14 Members At-Large and one nomination each for Secretary and Treasurer, to be presented at the Annual Meeting. Mr. Binstock then reported on the committee's use of the competency assessment completed last fall to inform the nominations process and recommends utilizing such an instrument to aid nominations consideration moving forward.

Mr. Binstock further reported on two proposed amendments to the Association's bylaws and the recommendations of the committee. The first proposed amendment would clarify the bylaws in order to allow chairs of ad hoc committees to serve as Vice Presidents and thus also on the Executive Committee. The second proposed amendment clarifies the bylaws with regard to eligibility to serve on the Board. Specifically, the proposed change would alter the prohibition on University employees serving on the Board to limit it only to full time employees being prohibited from serving as President, President-Elect, Secretary, or Treasurer. Mr. Gosbee moved that each be adopted, seconded by Mr. Binstock, and each were approved unanimously.

- Ms. Conroy, Vice President and chair of the Programs Committee, reported on the ongoing discussion on the best role for the committee. She reported the primary item of discussion today was regarding the GWAA grants program, which will soon be taken over by the Programs Committee. The committee will select a subcommittee dedicated to administer and review the grants program, including promoting knowledge of the program and updating criteria for awardees. She also presented a draft policy statement for the grants program to the Board. Ms. Conroy moved adoption of the statement as presented, seconded by Mr. Gosbee, and adopted unanimously.
- Ms. Hackett, Vice President and chair of the Student-Alumni Initiatives Committee, reported on the various alumni programs supported throughout the academic year by the Student-Alumni Initiatives Committee and the many major successes. She further reported on various events the committee will be supporting over the summer, specifically related to Colonial Inauguration and the summer sendoffs in various cities across the country for incoming students. She also provided information related to the ongoing expansion of the Colonial Ambassadors program to work with the Association.
- Ms. Hiebert, Vice President and chair of the Career Services Committee, reported a summary of the work the committee has been conducting over the past academic year. She reviewed the goals the committee adopted over the last year, statistics related to engagement and successes accomplished, career mentoring

and engagement activities of the committee members and Career Services Center, and the recently accomplished career services survey.

- Mr. Murphy, Vice President for Financial Affairs & Treasurer, reported on the discussions of that committee, primarily focusing on future investment options and policies. He elaborated on his prior report at this meeting that the committee suggests the Board consider looking at the investments as an “endowment” provided for the future of the Association, and less so as an investment account per-se.
- Mr. Quinlan, Vice President and chair of the Awards Committee, reported that the committee discussed the recent process for the Distinguished Alumni Achievement Awards and are preparing for the next round of the Outstanding Alumni Service Awards. The committee and alumni relations staff are in the process of reaching out to potential awardees for the Distinguished Alumni Achievement Awards to make sure that the prospective awardees will be in attendance at the ceremony held in conjunction with Alumni Weekend in September.

Following some brief concluding remarks by Mr. Frenkil, upon a motion duly made and seconded, a vote to adjourn the meeting occurred at approximately 3:34 p.m.

* * * *

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