A regular meeting of the Board of Directors (the “Board”) of the George Washington Alumni Association (the “Association”) was held in Washington, D.C. on May 4, 2012 at 10:15 a.m. local time. Present at the meeting were the following Board members:

Fred Bailey
Vikram Bakhru
Aaron Binstock
Karl Boettcher
Wes Burnett
Penn Chabrow
Christine Coleman
Jim Core
Scott Dantley (via teleconference)
Andrew Dixon (via teleconference)
Laura Taddeucci Downs
Pascale Dumit (via teleconference)
Kyle Farmbry
Edward Felegy
Paul Fires
Allan From
Edward Gnehm (Faculty Rep.)
Marc Goldsmith
Jeremy Gosbee
Keith Greene
Stanley Grube (Pres. Advisory Council)
Jacqueline Hackett
Joshua Hiscock
Memphis Holland (via teleconference)
Mark Hughes
David Kargaard
Frank Kent
Charles Kuebler
Michael La Place
Buddy Lesavoy (via teleconference)
Barbara Mark
Christine Magee (via teleconference)
Brandon Muir (via teleconference)
Larry Murphy
Lina Musayev (via teleconference)
Jonathan Nurse (via teleconference)
James Quinlan
Paula Segal
Michael Suder
Jonathan Tarnow
Jon Tollefson (via teleconference)
Yao Tyus
Peter Weissman
Lloyd Winans (via teleconference)

Others present at the meeting as indicated in the minutes were:

Leanne Aurich
Corley Hopkins
Anita Ponchione
Chris Rotella
Adrienne Rulnick
Kate Smith
Michael Steelman
Karen White
Maggie Wilson

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.

The second matter to come before the Board was a presentation by Mr. Tarnow of the minutes of the Board’s meeting of November 12, 2011. 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 meetings of September 16, 2011 and January 23, 2012.

The third matter to come before the Board was the President’s Report by Mr. Core. He remarked upon the previous night’s Alumni Outstanding Service Awards and extended congratulations to Board members Christine Coleman and Jeremy Gosbee on receipt of the award. He summarized his activities since the last Board meeting representing the Association at over twenty events including, among other things, University holiday receptions, student events, meetings of the Board of Trustees, a Luther Rice Society event at the Kennedy Center, a George Washington’s Birthday celebration in Maryland, various school-specific events, the Council of Chairs meeting, and a Black Alumni Association reunion event. Mr. Core also described a dinner that he hosted for alumni in Ft. Lauderdale, Florida and his introduction of GW President Knapp at a recent panel on cyber security. He then reminded the Board that GW was selected as the host location for the 2012 Clinton Global Initiative University, and introduced a short video regarding the same. He next updated the Board with respect to its financial support to the University during the current fiscal year. As of the most recently available data, 69% of the Board had donated during the current year, with 66% of that support at a leadership level. Among the Board’s executive committee, 69% had donated with 78% of those donations at a leadership level. As of the meeting, total gifts from the Board for the current fiscal year were $258,452 (as compared with $189,000 at the same point last year). Mr. Core continued his report by highlighting upcoming events and informing the Board that Alumni Weekend 2012 would take place September 27-30, 2012 and include a Smith Center concert by Earth, Wind and Fire. He also noted that the Board meeting packets included the Board meeting schedule for the 2012-13 academic year.

The fourth matter to come before the Board was the Alumni Relations and Development Report by Ms. Rulnick. She provided an overview of several recent events, including the GW Global Forum in Seoul, South Korea, which attracted more than 500 alumni, the Black Alumni Reunion event, and the Presidential Reception in Bethesda, Maryland. Ms. Rulnick next described several events planned around the upcoming University Commencement, including events specifically for legacy graduates, emeriti alumni and international graduates. She then informed the Board of several changes in the staffing of Alumni Relations, including that Matt Lindsay and Kevin Corbett had moved into new roles in the Division of Development & Alumni Relations, and introduced the following persons having new or updated roles in Alumni Relations: Leanne Aurich (Alumni Relations Coordinator), Buthaina Shukri (Senior Associate Director, School Alumni Program, SEAS), Kate Smith (Associate Director, School Alumni Programs, GSEHD), Melody Stratton (Executive Associate, International Alumni Programs), Mansoor Ali (Associate Director, International Alumni Programs) and Liza Boffen-Yordanov
Executive Assistant (Director of International Alumni Programs). Ms. Rulnick further noted, with congratulations, that Board member Christine Coleman would soon be leaving the Association’s Board to join the Alumni Relations staff as Executive Director of Alumni Communications and Marketing. In response to a question from Mr. Burnett, Ms. Rulnick discussed ongoing efforts to improve the University’s databases of alumni contact information, noting that Alumni Relations believes it has accurate information (at least an email address) for 85-90% of all alumni.

The fifth matter to come before the Board was a presentation and overview of the University’s strategic planning initiative by Dr. Steven Lerman, Provost and Executive Vice President for Academic Affairs. He noted that the University’s previous strategic plan was developed over a three-year period from 1999 to 2002, and that it focused on enhancing areas of selective excellence, with investments primarily into then-current structures and programs. In contrast, the process for developing a new strategic plan was intended to take approximately 12 months, and would focus on “signature” subject areas where GW could become truly “world renowned,” and how it could do by building across current structures and programs. As one example of the ideas under consideration, Dr. Lerman noted that current GW students are admitted on a school-by-school basis and have school-specific curricular requirements. In contrast, many other universities have a single undergraduate college in which students all attain the same knowledge and skill base, before then completing a major from a particular school.

In response to a question from Mr. Greene, Dr. Lerman stated that various student achievement metrics were being considered as part of the strategic assessment of the University’s programs, but that a continual challenge was measuring the success of graduates over the arch of an entire lifetime. In response to a question from Mr. LaPlace, Dr. Lerman described how the District of Columbia has capped enrollments at both the Foggy Bottom and Mount Vernon campuses, which means that any net student growth will need to occur in other locations such as the Ashburn, Virginia campus, learning centers such as those already in Arlington and Hampton Roads, or sites within D.C. other than the current campuses. In response to a question from Mr. Suder, Dr. Lerman stated that the strategic planning process involved student input on various levels, including Student Association representatives on each of the committees, as well as consultation with Presidential Administrative Fellows (each of whom was very recently an undergraduate student). At the conclusion of the presentation and question session, Mr. Core thanked Dr. Lerman for taking the time to join the Board at this meeting and for his other alumni-related activities.

(The Board then recessed for lunch at approximately 12:00 noon.)

During lunch, the sixth matter to come before the Board was a presentation by Dr. Terri Harris Reid, Vice Provost for Diversity and Inclusion. Dr. Reid described her role in advancing the establishment of a University community that is broadly reflective of the diversity of society, reducing institutional and cultural barriers to that goal, and fostering a climate that values and leverages the benefits of diversity, facilitates understanding across group boundaries, and contributes to GW’s efforts to make the Washington, D.C. area a healthier, more prosperous, and inclusive community.
(The Board briefly recessed following the lunch presentation, and reconvened for business at approximately 1:15 p.m.)

The seventh matter to come before the Board was committee reports from the respective vice presidents and committee chairs.

- Mr. Tyus provided a report of the Affinity Programs Working Group, a successor entity to the Programs Committee. He noted that the working group continued to explore plans for supporting affinity ideas and programs and identifying best practices in affinity group programming. The Board then engaged in a brief discussion as to whether this group or another iteration of the Programs Committee remained viable or necessary in light of Alumni Relations’ enhanced resources and capabilities.

- Mr. Burnett provided a report of the Awards Committee, noting that the committee considered 40 nominees for this cycle of Distinguished Alumni Achievement Awards (“DAAA”) and Recent Alumni Achievement Awards (“RAAA”). Mr. Burnett distributed summaries of the proposed DAAA and RAAA recipients for Board approval. The roster of proposed award recipients was unanimously approved by the Board members in attendance.

- Mr. Chabrow provided a report of the Career Services Committee on behalf of Mr. Kent, noting that the committee continues to work with the University on building a culture of networking and career support for GW students. He reported increased participation in the Career Advisor Network, the GW LinkedIn network, and that the “Hire GW” program was getting underway.

- Mr. Murphy provided a report of the Finance Committee, as well as the Treasurer’s Report to the Board that was erroneously omitted from the meeting agenda. He reviewed the balance sheet and operating budget materials provided in the Board meeting packet, and described how the affinity relationship with Marsh was exceeding expectations to date. He further noted no changes since the last Board meeting in the long-term investment account allocations. Mr. Murphy next reported that the Finance Committee was exploring a potential affinity relationship with an alternative energy provider, and that if discussions on that matter progressed it would be presented for review to the executive committee and ultimately to the Board for approval.

- Mr. Hiscock provided a report of the Graduate Alumni Engagement Task Force. He provided an update on the task force’s activities since the November meeting, including several meetings with University officials regarding how to engage with graduate students as future alumni earlier in the GW experience. He also noted increased collaboration between the Association and Alumni Relations on the issue of graduate alumni engagement, with an identified goal of better communicating existing programming for this constituency.
• Ms. Coleman provided a report of the Communications Committee, whose morning meeting focused on continued engagement and alumni dialogue initiatives. She noted that the GWAA talking points discussed at the November meeting would be highlighted in the orientation for new Board members and perhaps again at the Board’s summer retreat. As reported earlier in the meeting, Ms. Coleman also stated that she would be leaving the Board to assume the University position of Executive Director of Alumni Communications and Marketing.

• Mr. Frenkil provided a report of the Student-Alumni Initiatives Committee, whose focus continues to be increasing the number of unique alumni who participate in student-focused events and to broaden the overall relationship between current students and GW graduates. He reported that over 900 students had signed up for the “Dinner with Alumni” program and that more alumni volunteers were both welcomed and needed to meet that demand. He also reported that the committee was exploring means by which alumni could connect with students over the summer, both in D.C. and in students’ home cities. Mr. Frenkil next described a renewal of the former Colonial Ambassadors program, which would consist of 25 students selected to carry the Association’s message and interact with Alumni House on a regular basis. He also updated the Board regarding implementation of the Legacy Engagement program outlined at the November meeting.

• Mr. Gosbee provided a report of the Nominations Committee, updating the Board on the status of the Recent Alumni Trustee selection process and the recent call for Board nominations. With respect to the latter, the committee received 99 applications for the position of Member-at-Large, for which between 10 and 14 persons could be ultimately selected, and 2 nominations for President-Elect. He reported that the committee would be working extensively between the current meeting and the annual meeting to conduct interviews and determine a slate of final nominees for Board approval.

The eighth matter to come before the Board was the call for new business by Mr. Core. Under new business, Mr. Goldsmith noted that he would be rolling off the Board at the annual meeting in June after nine years of service, and thanked everyone for their friendship and continued commitment to fellow alumni.

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 3:00 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.

Name: Jim Core
Date: