



Alumni Association

GEORGE WASHINGTON ALUMNI ASSOCIATION MINUTES OF THE BOARD OF DIRECTORS

**Washington, District of Columbia
November 1, 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 Mount Vernon Campus of The George Washington University in Washington, D.C. on November 1, 2014 at 9:00 a.m. local time. Present at the meeting were the following Board members:

Asha Aravindakshan	Jacqueline Hackett
Gloria Berberich (via phone)	Michelle Harris (via phone)
Aaron Binstock	Katharyn Hiebert
David Brunori (via phone)	David Karlgaard
Christine Carnavos	Michael La Place
Shannon Cerminaro Doyle	Christopher La Roque
Fiona Conroy	Buddy Lesavoy
Morgan Corr	Renee Lewis (via phone)
Aaron Deer (via phone)	Huiling Li
Brooke DeLancey	Ari Masefski
Alex Dietrich-Greene	Martha Morris
Andrew Dixon (via phone)	Priscilla Monico
Jeffrey Fair (via phone)	Larry Murphy
Steven Frenkil	Sally Nuamah (via phone)
Allan From (via phone)	Ilisse Perlmutter
Beth Furtwangler	Venessa Perry
Harjinder Gill	James Quinlan (via phone)
Jeremy Gosbee	Steve Roche
Timothy Gowa	Rachel Talbert
Randolph Graves	Jonathan Tarnow
Keith Greene	Benjamin Trajtenberg
Nicholas Gumas	James Walker
Jennifer Guzman	Marilyn Yakowitz

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 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. He then remarked on the success of the recent Alumni Weekend 2014, including thanks to the Programs Committee for both its work with the Office of Alumni Relations on the weekend's activities and its additional efforts to increase GWAA Board participation, which was 50%. Mr. Frenkil next spoke about the importance of Board engagement in alumni events and programming, and called specific attention to the calendar of upcoming events both in the D.C. area and other parts of the country. He informed the Board of plans to organize a group to attend the GW Men's Basketball game together on February 6, 2015, which is the eve of the next Board meeting. He then reported on his conversations with University President Knapp since the last Board meeting, including how to get further institutional traction with the "Colonials Helping Colonials" theme. Mr. Frenkil also updated the Board members on their philanthropy, noting that 25% of the GWAA Board had contributed to the University to date in the fiscal year, with 22% of those gifts being at a leadership level. He reminded the Board of the importance that its 100% participation has to the University's broader fundraising efforts, with its participation rate being even more critical than the specific dollar amount contributed. He concluded the President's Report by summarizing his report to the most recent meeting of the University's Board of Trustees.

The second matter to come before the Board was a presentation by Mr. Tarnow of minutes for the Annual Meeting of the Association held June 5, 2014. Such minutes were unanimously approved by the Board members in attendance.

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 awards made under the GWAA grants program. He noted the increasing line item for meeting expenses, which would require adjustment before the next Board meeting. He then presented slide summaries of the Association's investment accounts, checking account and CD account. Mr. Murphy further reported that, pursuant to the investment policy previously adopted by the Board and administered by the Finance Committee, an additional approximate \$40,000 was allocated from the cash account to the long term investment account.

The fourth matter to come before the Board was the Report of the University's Division of Development and Alumni Relations, given by Dwight Dozier, Senior Associate Vice President. He began his report with some remarks regarding the recent departure of Vice President Mike Morsberger, and how that change would not adversely impact the University's comprehensive campaign. He observed that the campaign had raised \$617 million to date, with over \$190 million during the most recent fiscal year. He then

described the first of several regional campaign celebrations, which was held in New York. Mr. Dozier discussed how the University was continuing to work on its data and information systems to better track and support engagement with alumni. He reported that approximately 2000 alumni attended the recent Alumni Weekend 2014, with more than 1800 of those registrations occurring online, 67% of participants being from the D.C. metro area, and 31% being specific reunion classes. He also noted more than 562,000 social media imprints had occurred during Alumni Weekend, which was a new record. Mr. Dozier concluded his report with an update concerning the process to fill the vacant position of Associate Vice President for Alumni Relations.

The fifth matter to come before the Board was an update from Ms. Dietrich-Greene on the work of the GWAA's Military and Veteran Alumni Working Group. Ms. Dietrich-Greene discussed how the Working Group was focused on three primary categories of military/veteran students: (1) those who served in the military before attending school; (2) those that went to GW with the intent to serve following graduation, i.e., ROTC; and (3) those that are serving on active duty while simultaneously in school. She described the historic organizational silos within the University that served these constituencies, and the more recent initiative to consolidate and better coordinate support for all elements of the military/veteran student community. She also reported on recent events and activities during which members of that military/veteran student community have been a stronger focus than in the past. Ms. Dietrich-Greene concluded her remarks with a summary of additional ideas and projects that the Working Group was exploring for the future.

The sixth matter to come before the Board was a conversation with Mr. Nelson Carbonell, Chairman of the University's Board of Trustees. Mr. Carbonell described the engagement of the trustees in setting GW's long term direction, as particularly reflected in the "Vision GW 2021" strategic plan. He then discussed the comprehensive campaign, which in his view is not solely about raising money for money's sake, but about inspiring donors to be connected and involved with the University as an academic, research, policy and cultural institution. He next talked about the expansion and rehabilitation of the University's physical plant, with such new or renovated space including over one million square feet of classrooms, labs, offices, student activity, and other facilities. He concluded his remarks with observations about the GWAA's role in the campaign, noting the most important roles were to have a 100% participation rate and to be active ambassadors for the University. This led to a discussion between Mr. Carbonell and Board members on various topics related to the campaign, other priorities of the trustees, student life issues and international initiatives.

The seventh matter to come before the Board was further remarks and a presentation on the comprehensive campaign by Mr. Tom Dart, Associate Vice President for Development and Alumni Relations.

The eighth matter to come before the Board was remarks from Ms. Martha Morris, the Faculty Representative to the GWAA Board. As the Assistant Director and Associate

Professor of Museum Studies, Ms. Morris provided the Board with her perspective on current concerns and priorities of the University's faculty, with a special emphasis on the recently concluded transaction between the University, the National Gallery of Art, the Corcoran Gallery of Art and the Corcoran College of Art and Design.

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

Upon reconvening as a whole, the ninth matter to come before the Board was reports from the Vice Presidents and committee chairs, which included the following:

- Ms. Permultter, chair of the Working Group on School Representative members of the GWAA Board, provided a report on the group's discussions and areas of continued focus.
- Mr. Walker, Vice President and chair of the Communications Committee, reported on its discussions regarding GWAA branding and web presence.
- Mr. Murphy, Vice President and Treasurer and chair of the Finance Committee, reported on a potential expansion of the existing affinity relationship with Mercer to include an online portal for GW alumni to access health care exchanges.
- Ms. Hackett, Vice President and chair of the Student-Alumni Initiatives Committee, reported on its survey activity with student organizations, the second annual student-alumni service day, and the expanded use of alumni legacy ribbons at marquee alumni events.
- Mr. Greene, Vice President and chair of the Nominations and Governance Committee, reported on its development of a competency matrix for board membership, and on the spring 2015 nominations process for officers and new at-large members.
- Ms. Hiebert, Vice President and chair of the Career Services Committee, reported on its recent GWebinars and LinkedIn events, and surveys being conducted of students and alumni with respect to career services and career-oriented programming.
- Ms. Conroy, Vice President and chair of the Programs Committee, reported on its work with respect to the recent Alumni Weekend, and its planning activities with the Office of Alumni Relations for Homecoming 2015 and Alumni Weekend 2015 next fall.
- Mr. Quinlan, Vice President and chair of the Awards Committee, reported its nominations for the Alumni Outstanding Service Award and the Jane Lingo

Award, which upon confirmation of a quorum for the conduct of official business were each approved by a vote of the Board members in attendance.

Following some brief concluding remarks by Mr. Frenkil, upon a motion duly made and seconded, a vote to adjourn the meeting occurred at approximately 4:05 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