

THE GEORGE
WASHINGTON
UNIVERSITY

WASHINGTON, DC

FY13

ANNUAL REPORT

ACCOMPLISHMENTS
HIGHLIGHTS &

GW

Alumni Association



FY12 Association Officers

President

Jim Core, ESIA MA '96

President-Elect

Steve Frenkil, CCAS BA '74

Vice President for Financial Affairs & Treasurer

Larry Murphy, ESIA MA '80

Secretary

Jonathan Tarnow, CCAS BA '93, LA JD '96

Vice President for Awards

Wes Burnett, LAW JD '75, LLM '83

Vice President for Programs

Yao Tyus, CCAS MA '05

Vice President for Student-Alumni Initiatives

Jacqueline Hackett, CCAS BA '08, MPP '10

Vice President for Nominations

Jeremy Gosbee, CCAS BA '98 GWSB MBA '02

Vice President for Communications

Kyle Farmbry, ESIA BA '92, GWSB MPA '94, PhD '99

Vice President for Career Services

Keith Greene, GWSB, BBA '79

Parliamentarian

Jim Quinlan, CCAS BA '00

Appointee

Mark Hughes, CCAS BA '69, SEAS MA '77

Appointee

Fiona Conroy, CCAS BA '04, GSPM MA '06

Associate Vice President, Alumni Relations & Development (ex-officio)

Adrienne A. Rulnick, Ed.D.

FY13 Committee Assignments

Executive Committee

Jim Core (Chair)
Weston Burnett
Fiona Conroy
Kyle Farmbry
Steven Frenkil
Jeremy Gosbee
Keith Greene
Jacqueline Hackett
Mark Hughes
Larry Murphy
Jim Quinlan
Jonathan Tarnow
Yao Tyus
Adrienne A. Rulnick (ex-officio)

Awards Committee

Weston Burnett (Chair)
Karl Boettcher
Beverly Bogerty
Scott Jackson Dantley
Allan From
Skip Gnehm
Christine Morano Magee
Richard Popiel
Jim Quinlan
Paula Segal
Jon Tollefson
Jim Core (ex-officio)
Adrienne A. Rulnick (ex-officio)
Renee Thomas (Alumni Relations liaison)

Career Services

Keith Greene (Chair)
Fred Bailey
Matthew Cohen
Pascale Dumit
Randolph Graves
Katharyn Hiebert
Lamin Juwara
Hsiao Liu
Barbara Mark
Ilisse Perlmutter
James Quinlan
Jim Core (ex-officio)
Michael Steelman (Alumni Relations liaison)

Communications Committee

Kyle Farmbry (Chair)
Gloria Berberich
Anne Cutler

Michael La Place
Michael Suder
Yao Tyus
James Walker
Titilola Williams-Davies
Thelisha Woods
Jim Core (ex-officio)
Christine Coleman (Alumni Relations Liaison)

Finance Committee

Larry Murphy (Chair)
Penn Chabrow
Aaron Deer
Leslie Megyeri
Lloyd Winans
Jim Core (ex-officio)
Kelly O'Brien (Alumni Relations liaison)

Nominations Committee

Jeremy Gosbee (Chair)
Aaron Binstock
Jay Cohen
Fiona Conroy
Morgan Corr
Andrew Dixon
Paul Fires
Sara Flowers
Harjinder Gill
Helen Li
Jonathan Tarnow
Jim Core (ex-officio)
Anita Ponchione (Alumni Relations liaison)

Student-Alumni Initiatives Committee

Jacqueline Hackett (Chair)
Vikram Bakhru
David Brunori
Elizabeth Dollens
Jeffrey Fair
Buddy Lesavoy
Judith Lipner
Brandon Muir
Ashwin Narla
Nsedu Obot Witherspoon
Francisco Semiao
Julia Susuni
Jim Core (ex-officio)
Molly Kastendieck (Alumni Relations liaison)

Awards Committee

FY13 Accomplishments

1. With 11 committee members, all GW schools and Ben Franklin University were represented
2. Had 100% participation by committee members in deliberative sessions
3. Committee spotlighted awardees over Alumni Weekend and/or throughout the year
4. Committee is on-track to honor backlog of carry-over selectees
5. Populating GW alumni database with information on prior awardees
6. Awards selections and awards ceremonies:

August 01, 2012	Call for Alumni Outstanding Service Awards Nominations
September 27, 2012	76th Annual Distinguished Alumni Achievement Awards
October 01, 2012	Deadline for Alumni Outstanding Service Awards Nominations
November 03, 2012	Awards Committee Meeting (GWAA Fall Board Meeting) <i>Develop Slate of Recipients for the 52nd Annual Alumni Outstanding Service Awards taking place in the Spring of 2013</i>
March 23, 2013	Awards Committee Meeting <i>GWAA Spring Board Meeting</i> <i>Develop Slate of Recipients for the 77th Annual Alumni Achievement Awards taking place in September 2013</i>
April 25, 2013	52nd Annual Alumni Outstanding Service Awards
July 27, 2013	GWAA Summer Board Meeting & Retreat
September 26, 2013	77th Annual Distinguished Alumni Achievement Awards

Projects in Progress

1. Flagging or recording in Alumni database of nominees and awardees for all awards
2. Sending letter signed by Awards Committee Chair to each person who nominated someone for an award thanking them for their nominations and explaining that it was extremely challenging to select from the list of excellent nominees
3. Refining the process to more clearly identify which candidates are eligible for which awards, (i.e. distinguished versus recent, outstanding service versus distinguished, outstanding versus Jane Lingo)

Challenges

1. Paring down the list of carry-over awardees from previous years who have deferred their attendance due to conflicts
2. Determining when and how to recognize international alumni; Alumni House continues to work on this as there are challenges due to cultural sensitivities, event management, and timing

Goals for the Future

Continued success with the Awards Program



FY13 Accomplishments

1. Committee members remain extremely active in advancing the Career Services mission for the GWAA. Some significant accomplishments include:
 - Referring several potential presenters for the very popular GWebinars series.
 - Participating at high levels in the online Speed Networking sessions and the in-person Speed Networking nights sponsored by GWAA.
 - Hosting a number of student-alumni dinners.
 - Registering and participating in the Career Advisor Network.
 - Advising students through student resume reviews.
 - Identifying internship opportunities for current GW students and full-time opportunities for GW alumni, promoting the *HireGW* brand.
 - Having a presence at all Colonial Inauguration events.
 - Hosting Summer Send-offs in New York and Philadelphia.
2. Committee Chair Keith Greene was an active participant in all candidate screening interviews for the newly created Assistant Provost for Career Services position.
 - Since the hiring of Rachel Brown, the Committee has been strategizing with Rachel on ways to advance her mission to lead GW's coordinated Career Services initiatives.
3. All GWAA members serving on the Committee made philanthropic contributions to the University.

Challenges

1. Marketing and Communication
 - Continue to promote the HireGW initiative and to promote alumni career services (programs, tools, and networking opportunities) available to alumni.
2. University Collaboration and Support
 - Identifying ways to support and inform the new Assistant Provost for Career Services in her role.
 - Support and inform the efforts of Committee Liaison Michael Steelman in his role on the Career Services Advisory Council.
3. Culture of Networking
 - Continue to engage more members of the GW community (students, alumni, faculty, staff, and parents) with building a culture of networking.

Goals for the Future

1. **CAREER DEVELOPMENT AND ADVANCEMENT:** Continue to provide programs and services to educate alumni on how to become more effective in their chosen professions.
2. **MAXIMIZING RELEVANT, SPECIFIC, AND CAREER-FOCUSED NETWORKING OPPORTUNITIES:** Identify and deliver both virtual and in-person opportunities to achieve this goal.
3. **RECRUIT AND HIRE GW STUDENTS AND ALUMNI:** "Spread the word" to both alumni and non-alumni on the value of GW's education and the quality of individuals – whether for internships or employment opportunities – when hiring GW students and alumni.
4. **CAREER SERVICES ADVISORY COUNCIL AND ASSISTANT PROVOST COLLABORATIONS AND SUPPORT:**
 - Work with Rachel Brown to identify ways to support and inform her in her role as Assistant Provost for Career Services.
 - Continue to support and inform the efforts of Committee Liaison Michael Steelman in his role on the Career Services Advisory Council.
5. **CULTURE OF PHILANTHROPY:** Continue to support the goal of 100% philanthropic participation for the GWAA Board of directors by encouraging all Board members serving on this committee to give.
6. **HEIGHTENED VISIBILITY:** Insure continuing high-visibility for all committee members at networking events, send-offs, career fairs, etc.

Communications Committee

FY13 Accomplishments

- 1. COMMUNICATING/DEMONSTRATING THE IMPACT THAT ALUMNI HAVE ON CURRENT STUDENTS:** Held conversations early into the year on beginning social media discussions. Some activity was developed, however we set this area as a target for the 2013-2014 year.
- 2. LISTENING TO ALUMNI (GATHERING A VOICE):** Committee-members provided some feedback on survey conducted by OAR staff of alumni.
- 3. DEVELOPMENT AND ASSESSMENT OF COMMUNICATIONS STRATEGIES TO ENSURE WOMEN'S LEADERSHIP OPPORTUNITIES:** This was an area of importance to some of the members of the committee. After discussion throughout the year, it was determined that there are a number of activities around women's leadership taking place on campus, and specific activities from the committee are not needed.
- 4. INCREASE PARTNERSHIPS WITH PROGRAMS COMMITTEE AND AFFINITY PROGRAMMING:** At 11/3 meeting, it was announced that the programs committee would no longer be part of the board structure. A subcommittee of the Communications Committee discussed linkages with the affinity programs/groups. This will be an area of emphasis for the 2013-2014 year.

Challenges

1. Social media continues to be an important, yet challenging medium for GWAA to harness and utilize; would like to see more board members actively using social media channels to share their board involvement and promote board activity.

Goals for the Future

There will be three primary areas of activity for the committee in 2013-2014

1. Gathering a Voice: Writing stories for the Alumni News Blog, developing profiles of alumni members, GW memories, etc.
2. Social Media dialogue: Helping to ensure that there is a visible presence on twitter, linked in, etc.
3. Outreach with affinity groups: Identifying two or three affinity groups/programs that the Communications Committee can coordinate with to engage members and share the benefits of becoming engaged with the Alumni Association.

Finance Committee

FY13 Accomplishments

1. Continued to seek out and evaluate potential affinity partners. After a fairly long due diligence process, we terminated our discussions with potential affinity partner Starion Energy. Their program was just not well enough developed for us to feel comfortable. However, we spent ample time cultivating the partnerships we currently have with Marsh U. S. Consumer, Liberty Mutual, and Bank of America. As the close of the fiscal year, we were still working with our partners at Bank of American to put in place a new five-year contract that continues our affinity relationship.
2. Evaluated long-term investment options for the uninvested assets in our long-term account.

Projects in Progress

1. We will continue to search actively for potential affinity partners that will complement our current affinity offerings.
2. We will continue to evaluate long-term investment options that will complement our current portfolio.

Nominations & Governance Committee

FY13 Accomplishments

- 1. NEW BOARD MEMBER ORIENTATION:** The Nominations & Governance Committee actively participated in planning and execution of the new GWAA board member orientation program in the summer of 2012. This included revamping the training materials, providing a more comprehensive introduction to the GWAA as an organization, and most importantly, illustrating the interconnection between the GWAA and the Office of Alumni Relations. Feedback from new board members was highly positive, and the materials developed will be used as the basis for future orientation sessions.
- 2. GWAA BOARD OF DIRECTORS NOMINATIONS:** In the spring of 2013, the Committee managed a process to solicit applications for secretary, treasurer, and member-at-large of the GWAA Board of Directors. Following a call for nominations that was widely disseminated in several online publications, the Committee received 161 applications for office. This was a 61% increase over the number of applications received in 2012, and a 257% increase over the total in 2011. As was hoped, the slate of nominees included a promising number of female and ethnic minority candidates, as well as representation from a variety of geographic areas, class years, schools and colleges, and professional backgrounds. The Committee narrowed the group to 32 candidates that it opted to interview and nominated a slate of 17 candidates for election at the 2013 Annual Meeting. The Committee also nominated the incumbent secretary and treasurer officeholders for election to a second term. All nominees were ratified at the Annual Meeting by unanimous approval.
- 3. OUTREACH TO CANDIDATES NOT NOMINATED:** Building on patterns established in recent election cycles, the Committee again gave considerable attention to the question of how to engage with alumni who applied for a position but were not nominated to serve. Beginning in 2011, the Committee made a commitment to personally contact all applicants who were interviewed—by phone when possible; and all applicants received regular updates on the nominations process. This year, the committee incorporated a more personalized approach by providing specific recommendations to all declined candidates—this was done with the tremendous support of the Office of Alumni Relations staff.
- 4. BYLAW REVISIONS:** The Committee Chair worked with the GWAA Parliamentarian and Secretary to make several revisions to the Association Bylaws. These included, most notably, redefining the role of the Programs Committee to support signature alumni programming; expanding the responsibility of the Nominations Committee to include governance issues and updating the committee name to reflect the expanded scope; clarifying the nature of appointed and elected vice presidents; and generally cleaning up other miscellaneous errors or points of confusion.

Projects in Progress

- 1. ALUMNI TRUSTEE AND RECENT ALUMNI TRUSTEE NOMINATIONS:** The Committee is beginning work this summer to recruit and vet candidates to be nominated to the university Board of Trustees to serve as Alumni Trustee and Recent Alumni Trustee. The Committee Chair has met with university staff to agree on the timeline and procedure for this process, and the recruitment effort will begin in late summer.
- 2. ONBOARDING NEW BOARD MEMBERS:** In addition to the revamped orientation program, the Committee will be working to establish a peer mentoring program for new GWAA board members. This program will pair veteran board members with each incoming member, based on common characteristics such as geographic location, school or college, or class year.

Challenges

- 1. VOLUME OF NOMINATIONS:** While such a large number of candidates for GWAA Board of Directors is a very positive sign of interest in the Association, it also poses a tremendous logistical challenge to the Committee and the Office of Alumni Relations. The Committee has agreed that nominations in excess of 100 are too many for the group to handle as a whole, and rather, that a process of whittling down applications will be required.

Goals for the Future

1. Continue to increase the diversity of the Board of Directors by actively promoting service on the board with constituent and affinity alumni groups
2. Work with Association leadership to actively nurture board members and increase their capacity for and interest in serving as committee chairs and officers
3. Solicit feedback from nominees and applicants to identify ways in which the nominations process may continue to be improved
4. Refine the board member nominations process to narrow the pool of candidates for the GWAA board without losing the ability to welcome new alumni volunteers

Student-Alumni Initiatives Committee

FY13 Accomplishments

1. The Dinner with Alumni Program was again well-received, holding 57 dinners for 240+ students.
2. Increased the number of alumni involved with Student Alumni Programs, with over 200 alumni volunteers serving 400+ students.
3. The Class of 2016 Welcome Reception was very well received with more than 100 attendees.
4. The Legacy Family Commencement Reception at Alumni House was a success with 130+ people in attendance from over 50 families.
5. Launch of the Colonial Ambassadors Program; Colonial Ambassadors supported Student-Alumni Day of Service and the first Philanthropy Day on campus, and joined the GWAA for a couple committee meetings.
6. Welcomed legacy families at all four Colonial Welcome Days
7. Held a successful Student-Alumni Day of Service, engaging 20 alumni and 46 students.
8. Participated in the breakfast portion of the four Colonial Welcome Days through Admissions. We were available to talk to students, parents/alumni about our student-alumni and legacy programs.

Projects in Progress

1. Increasing the number of dinners in NYC and DC through the Dinner with Alumni Summer Series. Determining how to best implement the Year of Legacy activities this fall.
2. Participation in (and increasing the participation of alumni in) the Regional Dinners during Colonial Inauguration this summer.
3. Participation in Summer Send-Off Program for incoming freshmen (GWAA board members hosting include: Buddy Lesavoy - Allentown, Steve Frenkil - Annapolis, and Jim Quinlan & Anne Cutler - Philadelphia).
4. Will be working on sending the letter on behalf of GWAA to newly admitted incoming freshmen.
5. Welcoming legacy families to Colonial Inauguration
6. Planning the Legacy Welcome Reception for Move-In Weekend, August 25, 2013

Challenges and Goals for the Future

1. Increasing the number of events for student-alumni interaction, and the number of alumni volunteers involved in those events.
2. Empowering committee members to plan and execute events, with Alumni House staff serving in support (and not a lead) role
3. Working with OAR staff to maximize the opportunity created by the Colonial Ambassador program to imbed the student-alumni relationship into the student body.
4. Working with Admissions to obtain information to help us identify Legacy admittees soon after admission, and to give us access in other ways.



WE'RE COLONIALS

Helping **COLONIALS**

- Enable lifetime engagement of alumni with fellow graduates, current students, and the university with ongoing opportunities for involvement.
- Gather a voice for alumni by creating dialogue between GW graduates and the university that promotes communication of achievements, concerns and aspirations.
- Build a culture of philanthropy to support current and future generations of GW students and alumni.

About the GW Alumni Association

The GWAA is led by a volunteer Board of Directors, which includes representatives from the university's 10 schools and colleges. The GWAA supports and collaborates with the Office of Alumni Relations to enhance the alumni experience.



Alumni Association

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