

The George Washington University  
Alumni Association

# Annual Report

**FY12 Accomplishments & Highlights**

Jim Core  
6/14/2012



## **ASSOCIATION OFFICERS**

President	<b>Jim Core, ESIA MA '96</b>
Immediate Past President	<b>Laura Taddeucci Downs, CCAS BA '92, GSEHD MA '95</b>
Vice President for Financial Affairs & Treasurer	<b>Larry Murphy, ESIA MA '80</b>
Secretary	<b>Jonathan Tarnow, CCAS BA '93, LA JD '96</b>
Vice President for Awards	<b>Wes Burnett, LAW JD '75, LLM '83</b>
Vice President for Programs	<b>Yao Tyus, CCAS MA '05</b>
Vice President for Student-Alumni Initiatives	<b>Steven Frenkil, CCAS BA '74</b>
Vice President for Nominations	<b>Jeremy Gosbee, CCAS BA '98 GWSB MBA '02</b>
Vice President for Communications	<b>Christine Coleman, CCAS BA '91</b>
Vice President for Career Services	<b>Frank Kent, CCAS MA '82</b>
Parliamentarian	<b>Joshua Hiscock, CCAS BA '03</b>
Appointee	<b>Mark Hughes, CCAS BA '69, SEAS MA '77</b>
Appointee	<b>Jim Quinlan, CCAS BA '00</b>
Associate Vice President, Alumni Relations & Development ( <i>ex-officio</i> )	<b>Adrienne A. Rulnick, EdD</b>

## COMMITTEE ASSIGNMENTS

### Executive Committee

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Jim Core (chair)  
Wes Burnett  
Christine Coleman  
Laura Taddeucci Downs  
Steven Frenkil  
Jeremy Gosbee  
Joshua Hiscock  
Mark Hughes  
Frank Kent  
Larry Murphy  
Jim Quinlan  
Jonathan Tarnow  
Yao Tyus  
Adrienne A. Rulnick (*ex-officio*)

### Awards Committee

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Wes Burnett (chair)  
Karl Boettcher  
Scott Jackson Dantley  
Pascale Dumit  
Kyle Farmbry  
Allan From  
Joshua Hiscock  
Charles Kuebler  
Christine Morano Magee  
Richard Popiel  
Jim Quinlan  
Kevin Corbett (Alumni Relations liaisons)

### Career Services

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Frank Kent (chair)  
Penn Chabrow  
Jay Cohen  
Hsiao Liu  
Barbara Mark  
Lina Musayev  
Samuel Nitz  
Jonathan Nurse  
Joshua Rothstein  
Paula Segal  
Jim Core (*ex-officio*)  
Michael Steelman (Alumni Relations liaison)

### Communications Committee

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Christine Coleman (chair)  
Fred Bailey  
Aaron Binstock  
Matthew Cohen  
Ed Felegy  
Michael La Place  
Helen (Huiling) Li  
Ilisse Perlmutter  
Peter Weissman  
Jim Core (*ex-officio*)  
Matt Lindsay (Alumni Relations liaison)

### Finance Committee

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Larry Murphy (chair)  
Vikram Bakhru  
Marc Goldsmith  
Leslie Megyeri  
Lloyd Winans  
Jim Core (*ex-officio*)  
Kelly O'Brien (Alumni Relations liaison)

### Nominations Committee

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Jeremy Gosbee (chair)  
Fiona Conroy  
Andrew Dixon  
Laura Taddeucci Downs  
Paul Fires  
Sara Flowers  
Keith Greene  
Memphis Holland  
Jonathan Tarnow  
Omar Woodard  
Jim Core (*ex-officio*)  
Anita Ponchione (Alumni Relations liaison)

### Student-Alumni Initiatives Committee

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Steven Frenkil (chair)  
Jacqueline Hackett  
Buddy Lesavoy  
Brandon Muir  
John Richardson  
Michael Suder  
Jon Tollefson  
Jim Core (*ex-officio*)  
Molly Kastendieck (Alumni Relations liaison)

### **Special Initiative: Graduate Alumni Task Force (GATF):**

Co-chairs: Joshua Hiscock, Christine Morano Magee

Alumni Relations liaison: Maggie Wilson

## **AWARDS COMMITTEE**

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### **Accomplishments**

1. Have 11 committee members and all schools represented, except Mount Vernon College (MVC).
2. Had 100% participation by committee members in deliberative sessions.
3. Sent letter to the school deans on October 15, 2011 encouraging them to submit nominations, outlining selection criteria and explaining the challenges of the nominee selection process due to an abundance of nominations. Also clarified the nomination process providing instructions to nominators on how to make the application more persuasive.
4. Spotlighted awardees over Alumni Weekend and/or throughout the year.
5. Awards selections and awards ceremonies:

September 15, 2011	75th Annual Alumni Achievement Awards
September 26, 2011	Call for Alumni Outstanding Service Awards Nominations
October 30, 2011	Deadline for Alumni Outstanding Service Awards Nominations
November 12, 2011	Awards Committee Meeting (GWAA Fall Board Meeting) <i>Develop Slate of Recipients for the 51st Annual Alumni Outstanding Service Awards taking place in the Spring of 2012</i>
March 1, 2012	Call for Alumni Achievement Awards Nominations
April 20, 2012	Deadline for Alumni Achievement Awards Nominations
May 3, 2012	51st Annual Alumni Outstanding Service Awards
May 4, 2012	Awards Committee Meeting GWAA Spring Board Meeting <i>Develop Slate of Recipients for the 76th Annual Alumni Achievement Awards taking place in September 2012</i>
September 27, 2012	76th Annual 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. distinguishing 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 at the Global Forum; Alumni House continues to work on this as there are challenges due to cultural sensitivities.

### **Goals for the Future**

Continued success with the Awards Program

## **CAREER SERVICES**

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### **Accomplishments**

1. Recruited 100 alumni advisors for the Career Advisor Network  
*1,192 total alumni advisors - Since 2008, 700 alumni have become advisors*
2. 20,500 Colonials joined the GWAA LinkedIn group  
*6,000 new members in FY12 – a 40% increase in membership)*
3. Launched Hiregw.com with two successful cover ads in GW Magazine
4. 1000+ of alumni participated in alumni relations career-related programs online and in-person:  
*300+ alumni attended MyWorkster Alumni Only Career Fairs in DC, Chicago, NYC, and LA*  
*200+ alumni and grad students attended University-wide Networking Night in Nov. 2011*  
*1,500+ alumni viewed one of 25 live or recorded GWebinars; [www.alumni.gwu.edu/webinars](http://www.alumni.gwu.edu/webinars)*  
*25 recorded webinars were watched 4,300 times)*

### **Challenges**

1. Marketing and Communication
  - o Continue to improve the consistent awareness of the alumni career services (programs, tools, and networking opportunities) available to alumni.
  - o Assist in developing a centralized marketing/communications plan that addresses the career service offerings to alumni.
  - o The dissemination of information and knowledge of career services is critical at this juncture and moving forward.
2. University Collaboration and Support
  - o There are many layers of personnel and departmental structures devoted to career services. How does the University help them do their jobs better and capture their ideas in the future?
  - o The questions of decentralized vs. centralized decision-making, the accountability and responsibility aspects of authority have to be addressed as two examples of numerous complex issues as a transformative structure comes into existence. For instance, how do we continue to learn from our customers (alumni and students) about improvements or changes in service within the new University model for career services to ensure the University's outreach is as successful as possible?
  - o There is a tendency to over engineer and complicate processes, systems and procedures. Simplicity of service must be a driver.
3. Culture of Networking
  - o Engage more members of the GW community (students, alumni, faculty, staff, and parents) with building a culture of networking.
  - o Although we continue to make progress, this is an important part of the GW culture and we need a concerted strategy for the future as a means of unifying and helping our constituencies. For example, we recommend making a "culture of networking" component to each alumni event/program.

### **Goals for the Future**

1. Marketing and Communications

The committee members recommend that the career services council consider producing a centralized publication for career services be initiated on a quarterly (or semi-annual basis) perhaps on the web as means to update all the ongoing activities, success stories, events, recruitment efforts and services, which would be available to alumni and students.
2. Collaboration with all alumni events

Alumni programming should have a strong linkage to career service in devising strategies that engage alumni through networking and other means at events. Goal- is to partner with Programming to build engagement with alumni involving career services at events.

## **COMMUNICATIONS COMMITTEE**

### **Accomplishments**

1. Developed standardized and flexible talking points, aligned with university-wide messaging, for GWAA board members to use when engaging GW constituents.
2. Conducted pilot program to test efficacy of GWAA use of social media to drive traffic to events; focused on George's Birthday.
3. Represented GWAA vis-à-vis the university-wide new visual identity that is currently in progress by providing support and feedback.

### **Projects in Progress**

1. Developing workshop and exercises for use at Summer Board meeting around use of GWAA Talking Points.

### **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**

1. Active participation in and engagement through social media.
2. Continued focus on creating targeted and relevant messages to GW Alumni at various stages of engagement.

## **FINANCE COMMITTEE**

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### **Accomplishments**

1. Wrote and gained approved from the Alumni Board for our first Investment Policy Statement. This document will serve as a long-term road map for the investment of those association assets identified as long-term; it sets asset allocation parameters and outlines the type of investments that are appropriate for long-term objectives.
2. Using the Investment Policy Statement, we asked our investment advisors at Morgan Stanley to recommend a portfolio that would best meet our needs.
3. In the summer of 2011, the committee approved our initial investment in an Exchange Traded Fund (ETF) portfolio that is approximately 60% stocks, 40% bonds, offered by Morgan Stanley. To date approximately one half of what has been identified as available for long term investment has been moved to the ETF portfolio
4. Negotiated a new program with Bank of America, an affinity partner which provides a source of income to the Association.
5. Reviewed proposals from five potential vendors for our affinity insurance program; after completing due diligence on all of the proposals, the committee decided to maintain our relationship with Liberty Mutual. This is a terrific relationship for the association in that we were able to build on our previous income stream plus add some scholarship money.

### **Projects in Progress**

1. We anticipate the remaining half of what has been identified as available for long term investment will be moved into the ETF portfolio the coming year. It will be the committee's responsibility to monitor not only the performance of these assets, but also ensure the portfolio remains within the parameters set by the Investment Policy Statement.
2. We are currently involved in evaluating a potential new affinity relationship. In the spring we were approached by an alternative energy company interested in partnering with the association to offer lower cost electricity and natural gas to alumni in those states that have been de-regulated. We are working our way through the proposal and hope to have a recommendation this fall.

## **NOMINATIONS COMMITTEE**

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### **Accomplishments**

1. **Recent Alumni Trustee nominations:** the Nominations Committee conducted a process in the fall of 2011 to nominate candidates for the position of Recent Alumni Trustee on the university Board of Trustees. The Committee issued an open call for nominations and received 24 applications; *four times as many candidates as were nominated for the last vacancy*. This year's slate of candidates was more diverse and offered the Committee a wide variety of options to consider. After carefully reviewing all applications and conducting interviews with several candidates, the Committee opted to forward four nominees to the Board of Trustees for consideration. This spring, Titi Williams-Davies was elected by the Board of Trustees and will begin her term in July.
2. **GWAA Board of Directors nominations:** in the spring of 2012, the Nominations Committee managed a process to solicit applications for president-elect 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 *100 applications* for office (99 candidates for member-at-large and two qualified candidates for president-elect, with one candidate submitting for both positions). *This is more than twice the 45 member-at-large candidates nominated 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 21 candidates that it opted to interview and nominated a slate of 16 candidates for election at the 2012 Annual Meeting.
3. **Outreach to candidates not nominated:** building on patterns established in recent election cycles, the Nominations 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. Committee members contacted each declined applicant personally; by email in all cases but by phone for all who had been interviewed. The Committee used this opportunity to suggest alternate ways for alumni to volunteer with GW and coordinated with university staff to follow up on these recommendations.

### **Projects in Progress**

1. **Board member onboarding:** the Committee is continuing efforts this summer to more effectively introduce new members to the GWAA Board of Directors. The program includes revamping the agenda and materials for the board member orientation session in July, as well as inviting current board members to serve as informal peer mentors to incoming board members.

### **Challenges**

1. **Candidate communications:** following the Recent Alumni Trustee nominations process, the Committee received feedback that candidates may not have been well-enough informed as to the process and their status. In response to this, the Committee decided that future Alumni Trustee nominations should be based on a self-application rather than third-party nominations. The Committee also intensified its communications pattern with candidates for the Board of Directors and received feedback from several candidates that they had appreciated the thoroughness of the process.
2. **Diversity:** although the Committee had much larger slates of candidates to work with this year, more work remains to be done to ensure that nominees are adequately representing all facets of the alumni community. This is especially true for female alumnae, who continue to represent a minority on the Board of Directors.

3. **Logistics:** 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. If the number of candidates continues to increase in the coming year, the Committee will need to find ways to streamline the process.

### **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

## **STUDENT-ALUMNI INITIATIVES COMMITTEE**

### **Accomplishments**

1. The Dinner with Alumni Program was again well-received, holding 42 dinners for 200+ students.
2. Increased the number of alumni involved with Student Alumni Programs, with over 220 alumni volunteers serving 400+ students.
3. Held four very successful Senior-Alumni Networking Dinners connecting seniors with alumni and helping them prepare for graduation. Two of these dinners were more general and focused on networking. One dinner was focused on Elliott School seniors and alumni, and one dinner was a financial management focused dinner.
4. The Legacy Family Commencement Reception at Alumni House was a success with 90+ people in attendance from over 30 families.
5. Created a more substantial and ingrained Legacy Program by developing an established plan ("Year of Legacy") that sets specific programming and other activities throughout the year to increase the connection with Legacy alumni and their families.
6. Initiated discussion with Admissions to consider what, if any, role exists for Legacy in admissions.

### **Projects in Progress**

1. Dinner with Alumni Summer Series in DC; Dinner with Alumni on the Road series: piloting regional locations this summer; adding dinners for graduate students to the Dinner with Alumni Program this fall.
2. Leanne Aurich is putting together the Colonial Ambassadors Program (a student-alumni association) which will begin in the fall.
3. Determining how to best implement the Year of Legacy activities this fall.
4. Participation in Regional Dinners during Colonial Inauguration this summer.
5. Participation in Summer Send-Off Program for incoming freshmen (Committee Member Buddy Lesavoy is hosting one in Allentown, PA)
6. Continuing sending the letter on behalf of GWAA to newly admitted incoming freshmen.
7. Planning the Legacy Welcome Reception for Move-In Weekend, August 26, 2012.

### **Challenges & 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. Focusing upon connecting alumni with undergraduates on a class year-based focus.
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. Connecting with online students and those who are rarely on the Foggy Bottom Campus.
5. Working with Admissions to obtain information to help us identify Legacy admittees soon after admission, and to give us access in other ways.

## **SPECIAL INITIATIVE: GRADUATE ALUMNI TASK FORCE (GATF)**

Of the approximately 250,000 living GW alumni, nearly 60% hold a graduate degree. In an effort to better understand and engage this segment of the GW population, the Graduate Alumni Task Force will:

- Perform a gap analysis of what engagement data exists and does not exist
- Identify graduate alumni affinity groups
- Conduct a focus group of graduate alumni and current graduate students to obtain opinions and attitudes toward existing and future alumni engagement efforts
- Research best practices from institutions that have established successful programming directed toward graduate alumni

The task force will produce a report that includes the following:

- Key findings on the impacts of existing engagement efforts directed toward graduate alumni
- Short and long term actionable recommendations for implementation
- A vision statement for a successful graduate engagement program

### **Task Force Activity**

Extensive research on data and pre-existing programs was conducted in Fall 2011.

At the November Board Meeting, the GATF reported that the Office of Alumni Relations is currently engaging graduate alumni through a variety of existing programming opportunities. No additional alumni programming is needed as a means of engaging graduate alumni.

In February, the GATF met with Andrew Goretsky, who works within the GW Center for Student Engagement, and oversees Graduate, Distance & Professional Student Engagement. The meeting provided excellent insight into how the GWAA can partner with graduate programs to connect students and alumni.

Following the meeting, and taking into consideration previous research and data, the GATF established three recommendations in an effort to better engage alumni who hold graduate degrees from GW.

### **Recommendations**

1. Increase collaboration with GW departments currently working with graduate students and alumni. The primary step will be to create a strategy for the GWAA collaborates with the new Graduate, Distance & Professional Student Engagement Office. This will provide opportunities to connect alumni with graduate students in an effort to educate them on the GWAA and what it means to be part of the GW alumni community.
2. Determine ways to better communicate existing programs with intent of increasing graduate alumni attendance and strengthening their relationship with GW. This will include programs through the Office of Alumni Relations as well as those conducted by other GW departments. Additionally, this can be addressed with better targeted marketing to graduate alumni.
3. Explore ways to find and communicate with lost graduate alumni. This will increase the number of contactable alumni and support the efforts of recommendations 1 and 2. The GATF understands that lost alumni is a broad issue that includes the graduate and undergraduate population, but feels that it's an important aspect of engaging graduate alumni.