

The George Washington Alumni  
Association

# FY14 Annual Report

**Accomplishments & Highlights**

## **FY14 ASSOCIATION OFFICERS**

President	<b>Steve Frenkil, CCAS BA'74</b>
Past President	<b>Jim Core, ESIA MA '96</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>Jim Quinlan, CCAS BA '00</b>
Vice President for Programs	<b>Fiona Conroy, CCAS BA '04, GSPM MA '06</b>
Vice President for Student-Alumni Initiatives	<b>Jacqueline Hackett, CCAS BA '08, MPP '10</b>
Vice President for Nominations & Governance	<b>Jeremy Gosbee, CCAS BA'98 GWSB MBA '02</b>
Vice President for Communications	<b>Kyle Farmbry, ESIA BA '92, GWSB MPA '94, PhD '99</b>
Vice President for Career Services	<b>Keith Greene, GWSB, BBA '79</b>
Parliamentarian	<b>Buddy Lesavoy, GWSB BBA '80, MBA '82, LAW JD '87</b>
Appointee	<b>Mark Hughes, CCAS BA '69, SEAS MA '77</b>
Appointee	<b>Beverly Bogerty, GWSB MTA '00</b>
Associate Vice President, Alumni Relations & Development ( <i>ex-officio</i> )	<b>Adrienne A. Rulnick, Ed.D.</b>



## FY14 COMMITTEE ASSIGNMENTS

### Executive Committee

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Steve Frenkil (*Chair*)  
Jim Quinlan  
Keith Greene  
Kyle Farmbry  
Larry Murphy  
Jeremy Gosbee  
Fiona Conroy  
Jacqueline Hackett  
Jonathan Tarnow  
Buddy Lesavoy  
Jim Core  
Mark Hughes  
Beverly Bogerty  
Adrienne A. Rulnick (*ex-officio*)

### Awards Committee

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Jim Quinlan (*Chair*)  
Gloria Berberich  
Anne Cutler  
Paul Fires  
Allan From  
Michael LaPlace  
Helen Li  
Ilisse Perlmutter  
Paula Segal  
Jon Tollefson  
Joan Myers-Reif (*Alumni Relations liaison*)

### Career Services

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Keith Greene (*Chair*)  
Christine Carnavos  
Randy Graves  
Michelle Harris  
Alex Haseley  
Katharyn Hiebert  
Hsiao Liu  
Nsedu Obot Witherspoon  
Michael Steelman (*Alumni Relations liaison*)

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### Communications Committee

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Kyle Farmbry (*Chair*)  
Deborah Butterfly  
Shannon Cerminaro Doyle  
Jeff Fair  
Priscilla Monico  
Michael Suder  
James Walker  
Thelisha Woods  
Christine Coleman (*Alumni Relations Liaison*)

### Finance Committee

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Larry Murphy (*Chair*)  
Marty Baum  
Aaron Deer  
Liz Dollens  
Lloyd Winans  
Kelly O'Brien (*Alumni Relations liaison*)

### Nominations & Governance Committee

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Jeremy Gosbee (*Chair*)  
Aaron Binstock  
Charles Calloway  
Morgan Corr  
Andrew Dixon  
Jinder Gill  
Mark Hughes  
Venessa Perry  
Jon Tarnow  
Marilyn Yakowitz  
Anita Ponchione (*Alumni Relations liaison*)

### Student-Alumni Initiatives Committee

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Jacqueline Hackett (*Chair*)  
Vikram Bakhru  
Beverly Bogerty  
David Brunori  
Lamin Juwara  
Jennifer Leighton Guzman  
Buddy Lesavoy  
Judith Lipner  
Ari Masefski  
Martha Morris  
Brandon Muir  
Julia Susuni  
Molly Kastendieck (*Alumni Relations liaison*)

## AWARDS

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### FY14 Accomplishments

1. With eight committee members, this diverse group of professionals worked closely and cohesively to nominate two terrific slates of nominees
2. Had 100% participation by committee members in deliberative sessions and almost 100% timely submission of work product
3. Had 100% philanthropic giving rate amongst committee members
4. Successfully presented two awards, one Distinguished Alumni Achievement Award and one Outstanding Alumni Service Award, outside of the traditional ceremonies due to exceptional circumstances
  - a. David Nadler, AOSA Awardee on January 28, 2014 at the Times Square Westin in New York City as part the annual Elliott School New York Event
  - b. The Honorable Tammy Duckworth, U.S. Representative (D), for Illinois 8<sup>th</sup> Congressional District, DAAA Awardee on May 8, 2014, Capitol Hill Reception at the Capitol Visitor Center in Washington, D.C.
5. Committee has cleared backlog of selectees
6. 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
7. Awardees recognized with framed (GW-style) picture of the awardees with President Knapp, GWAA President Steve Frenkil and Vice President for Awards, Jim Quinlan, along with DVD recording of ceremony
8. Awards selections and awards ceremonies:

August 19, 2013	Call for Alumni Outstanding Service Awards Nominations
Sept. 19, 2013	77 <sup>th</sup> Annual Distinguished Alumni Achievement Awards at Four Seasons Georgetown
Sept. 30, 2013	Deadline for Alumni Outstanding Service Awards Nominations
November 2, 2013	Awards Committee Meeting (GWAA Fall Board Meeting) <ul style="list-style-type: none"> <li>• <i>Developed Slate of Recipients for the 53rd Annual Alumni Outstanding Service Awards taking place in the Spring of 2013</i></li> </ul>
January 2, 2014	Call for Distinguished Alumni Achievement Awards
Feb. 10, 2014	Deadline for Distinguished Alumni Achievement Awards Nominations
April 4, 2014	Awards Committee Meeting (GWAA Board Meeting) <ul style="list-style-type: none"> <li>• <i>Developed Slate of Recipients for the 78th Annual Alumni Achievement Awards taking place in September 2014</i></li> </ul>
April 3, 2014	53 <sup>rd</sup> Annual Alumni Outstanding Service Awards at the JW Marriot
September 18, 2014	78 <sup>th</sup> Annual Alumni Achievement Awards

**Projects in Progress**

1. Encouraging committee members to nominate or play a role in facilitating high quality and perhaps overlooked nominees
2. Continue to promote flexibility in considering opportunities to give awards to meritorious awardees even if the awardees cannot participate in traditional ceremonies under exception and appropriate circumstances
3. Help GW and the GWAA capitalize on the prestige of Awardees and GW high awards by transmitting well placed press releases to regional and professional news sources

**Challenges**

1. Determining when and how to recognize international alumni at global events; 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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### FY14 Accomplishments

1. Committee members remain extremely active in advancing the Career Services mission for the GWAA. Some significant accomplishments include:
  - Engaging in programs – in the DC area as well as in Philadelphia, New York and Paris – and services to educate alumni on how to become more effective in their chosen professions.
  - Participating at high levels in the online Speed Networking sessions and the in-person Speed Networking nights sponsored by GWAA.
  - Actively contributing to the GWAA LinkedIn group (posting jobs, discussion questions, and comments to discussions).
  - Taking leadership roles in in GW employer-sponsored events to include career fairs, industry expos, employer-in-residence and site-visit programs, on-campus recruiting, information sessions, job-posting systems and educational events (panel presentations, speaker series, resume critiques, etc.)
  - Serving as ambassadors 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 (promoting the HireGW brand).
  - Advising Assistant Provost for Career Services Rachel Brown and her team to help prepare current students to become market-ready and to help prepare alumni to stay market-ready throughout their careers.
  - Hosting a number of Student-Alumni dinners.
  - Coaching students through Student Resume Reviews Workshops.
  - Having presence at all Colonial Inauguration events.
  - Hosting Summer Send-offs in Philadelphia, New York and Paris.
2. Committee Member Alex Haseley, a veteran himself, spearheaded an effort resulting in the University collaborating with American Corporate Partners (ACP) to inform and refer veterans about ACP's mentorship program focused on veterans, through individual contact, the GW Veterans newsletters and social media as well as through GW Career Vets resources, and other school channels for veterans.

### 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 efforts of Assistant Provost for Career Services Rachel Brown in her role.
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.
  - Identify opportunities to engage virtual alumni in the University's career services activities.

## Goals for the Future

To overcome the challenges listed above, our committee is dedicated to not only participating in Career Services event but leveraging our networks and interfacing with employers and alumni to support GW Career Services Activities. We also want to ensure that as we plan and participate in Career Services activities we cultivate collaboration across Alumni Committee and University planned activities by enhancing each engagement with our presence and career information. In addition, during each Career Service Activity, we want to highlight other University social, philanthropic and volunteer activities planned for the near future. Keeping these approaches mind, the Career Services Committee plans to pursue the following goals for the upcoming year:

1. Model a Culture of Colonials Helping Colonials
  - Engage in Career-Focused Networking Opportunities
  - Support and inform the efforts of Committee Liaison Michael Steelman in his role on the Career Services Advisory Council through support of outreach to traditional, veteran, and on-line/non-traditional alumni
2. Enhance the Student-Alumni Connection
  - Support and inform Rachel Brown in her role as Assistant Provost for Career Services in engaging Veterans and On-Line/Non-traditional Students and developing career treks
  - Participate as an alumni career advisor in the GW Career Advisor Network
  - Participate in student-alumni programs
3. Develop long-term relationships with a diverse array of alumni and potential employers
  - Promote Hire GW
  - Identify and introduce Veterans, on-line/non-traditional, career changing alumni to GWU's career services and culture
  - Promote programs and services to educate alumni on how to become more effective in their chosen professions
  - Assist GWAA in identifying prospective board candidates, career service committee members, and candidates for GWAA Awards.
4. Support the goal of 100% philanthropic participation for the GWAA Board of Directors

## COMMUNICATIONS

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### **FY14 Accomplishments**

1. Outreach with Affinity Groups - A meeting was held with representatives from various alumni affinity groups to discuss collaborative ideas and initiatives in conjunction with the GWAA.
2. Content Assistance/Ideas - Committee members provided content for GWAA affiliated media (ie. GW Today).

### **Challenges**

1. Staff transitions
2. Since the committee's work is not as "project" or outcome driven as other committees, maintaining momentum between committee gatherings.

### **Goals for the Future**

There will be three primary areas of activity for the committee in 2014-2015

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

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### **FY14 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 Mercer U. S. Consumer, Liberty Mutual, and Bank of America. We worked closely with our partners at Bank of America to put in place a new five-year contract that continues our affinity relationship for years to come.
2. **Evaluated long-term investment options for the un-invested 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

### **FY14 Accomplishments**

1. ***Alumni Trustee and Recent Alumni Trustee nominations:*** the Nominations & Governance Committee conducted a process in the fall of 2013 to nominate candidates for two openings on the GW Board of Trustees: one Alumni Trustee and one Recent Alumni Trustee (designated for an alumnus/a that received his/her degree within the past five years). The Committee adapted its prior approach to this task by asking candidates to self-nominate for the position and provide a letter of recommendation, rather than rely on third-party nominations. This process enabled the Committee to get a better sense of each candidate's perspective and resulted in more meaningful dialogue during interviews. The Committee received 23 applications for the two positions, then nominated three candidates for each position to the GW Board of Trustees. The Trustees opted to select Kyle Farmbry as Alumni Trustee and Sally Nuamah as Recent Alumni Trustee, but also chose to elect Alumni Trustee candidate Art Wong as a Charter Trustee – a validation of the quality of candidates put forth by the GWAA.
2. ***GWAA Board of Directors elections:*** in the spring of 2014, the Committee managed a process to solicit applications for president-elect and member-at-large of the GWAA Board of Directors. Seeking to reduce the number of overall candidates while not sacrificing the number of quality prospective board members, the Committee altered its previous methods to target outreach to alumni who have been involved with GW as a volunteer in some capacity in the past. The result was 61 applications received in 2014, compared to 161 received in 2013. The quality of the applicant pool, however, remained exceptionally strong and the Committee faced a tough decision in selecting 11 candidates to nominate for election at the 2014 Annual Meeting. The Committee also vetted the application of Jeremy Gosbee to serve as president-elect; Gosbee was recused entirely from the Committee for this selection process. All nominees were ratified at the Annual Meeting by unanimous approval.
3. ***Governance Decisions:*** the Committee embraced its recently expanded role and addressed several governance issues throughout the year. The most notable of these was a recommendation that the GWAA adopt a Bylaw change clarifying the requirement that all members of the GWAA Board of Directors make a financial contribution to GW each year while in office and authorizing removal of board members that do not fulfill this responsibility. The change was unanimously approved.

### **Projects in Progress**

1. ***Onboarding New Board Members:*** the Committee is continuing its work to ensure that new members of the GWAA Board of Directors are oriented appropriately to their service on the board. This included participation in an orientation session prior to the board retreat in July, 2014.

2. **Board Liability and Indemnification:** at the direction of the Executive Committee, the Nominations and Governance Committee is reviewing the GWAA Bylaws and insurance policies to ensure that board members, volunteers and the Association itself are appropriately protected from potential liability.

### Challenges

1. **Board Member Diversity:** while the GWAA Board of Directors has made great progress in recent years to diversity its membership with regard to gender, race, geographic location and other factors, there remains much work to be done. The number of female board members continues to constitute a minority of the board membership and the pools of board applicants each year are not yet balanced with regard to gender. The Committee has also observed a skew in board membership toward alumni who graduated in the 2000's and 2010's, and significantly fewer members from the 1980's and 1990's. This represents a challenge that will need to be monitored and addressed in the coming years.
2. **Board Leadership Pipeline:** in two of the last three election cycles for president-elect, including the most recent election in 2014, only one candidate has submitted an application to serve in this crucial role. The Committee recognizes that there is a challenge in finding qualified candidates to lead its board due to the intense requirements for service as president of the GWAA.

### Goals for the Future

1. Identify candidates for Secretary and Treasurer for the 2015-2016 Board, along with the usual procedure for selecting Members-at-Large;
2. Create a process for adjudicating alleged violations to the Association's newly adopted Code of Ethics; and
3. Implement and utilize a competency assessment tool to define the necessary competencies for the 2015-2016 Board, identifying possible gaps in these competencies from current Board members, and utilizing the gap analysis to inform the candidate interviewing process for 2015-2016.

## PROGRAMS

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### FY14 Accomplishments

1. **GW Alumni Weekend 2013:** in its first year with a new focus on advising and supporting GW's signature programs, the Programs Committee got off to a great start with Alumni Weekend 2013. Through individual outreach, we doubled the number of GWAA Board members who attended GW Alumni Weekend 2013, compared to GW Alumni Weekend 2012. Furthermore, the Programs Committee played a significant role in gathering the voice of our fellow alumni about their GW Alumni Weekend 2013 experiences, and provided constructive feedback to the Office of Alumni Relations about possible improvements for GW Alumni Weekend 2014.
2. **GW Homecoming 2014:** the Programs Committee played a key role in the planning and promotion of GW Homecoming 2014. The Programs Committee made recommendations about the type of programming, giveaways and other incentives that would attract the highest level of alumni participation. The committee also helped to promote the event through strategic social media efforts. Finally, the committee made individual outreach efforts to encourage GWAA Board members to participate in homecoming.
3. **Increased GWAA involvement with GWAA Grant Program Recipients:** in an effort to raise awareness about the grants that GWAA awards to support alumni and student-alumni programming, the Programs Committee accepted the challenge of identifying GWAA Board members to attend and speak at the various events put on by GWAA Grant recipient organizations.

### Projects in Progress

1. **GW Alumni Weekend 2014:** using the valuable insights gained from GW Alumni Weekend 2013, the Programs Committee is doing active outreach, advising and promoting GW Alumni Weekend 2014.
2. **GW Homecoming 2015:** the Programs Committee is currently working with the Office of Alumni Relations in the early planning stages of GW Homecoming 2015.
3. **Increased GWAA Involvement with the GWAA Grant Program:** The Programs Committee continues to work to identify ways in which the GWAA Grants Program can be most effectively marketed and executed, including identifying GWAA Board members to attend and promote the events sponsored by the GWAA Grant program.

### Challenges

1. **Defining the Role and Scope of the Programs Committee:** FY 2014 was the first year of the Programs Committee's newly-defined objectives of advising signature University events, with a specific focus on those that most directly affect and involve alumni. Therein, an obvious challenge the committee has been dealing with is identifying the ways in which our committee can be most effective in advising and promoting said events. The committee has already played



a meaningful role, and looks forward to continuing to grow and shape our involvement in a constructive way.

### **Goals for the Future**

1. Continue to play an enhanced role in advising both alumni-related signature events, Alumni Weekend and Homecoming, including advising on the type of events, the schedule of events and the registration process.
2. Continue to increase GWAA Board attendance and participation in both GW Alumni Weekend 2014 and GW Homecoming 2015.
3. Play a meaningful role in the planning and execution of GW Homecoming 2015, and grow alumni interest and participation.

## **STUDENT-ALUMNI INITIATIVES**

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### **FY14 Accomplishments**

1. Increased the number of alumni involved with Student Alumni Programs, with over 200 alumni volunteers serving 400+ students. Over 60% of the GWAA board volunteered with a student-alumni event or program in FY14 – including being a mentor to a Colonial Ambassador.
2. The Dinner with Alumni Program hosted many students at dinners. A few of these dinners were hosted by members of the GWAA.
3. The Class of 2017 Legacy Welcome Brunch was very well received with more than 120 attendees. Student-Alumni Initiatives Committee member, David Brunori, was the featured legacy speaker.
4. The Legacy Family Commencement Reception at Alumni House was a success with 140+ people in attendance. Student Alumni Initiatives Committee member, Buddy Lesavoy, was the featured legacy speaker.
5. The second annual Student-Alumni Day of Service, held on March 22, engaged alumni in three cities. More than 435 service hours were completed by Colonials.
  - a. 23 alumni and 22 students in Washington, DC completing service at four locations
  - b. 38 alumni in New York, NY completing service at two locations
  - c. 14 alumni (and a few family members) completed service at one location
6. Members of the Student-Alumni Initiatives Committee hosted a table to welcome legacy families at all four Colonial Welcome Days.

### **Projects in Progress**

1. Participation in (and increasing the participation of alumni in) the Regional Dinners during all four Colonial Inauguration this summer. Members of the GWAA also had a speaking role at each dinner promoting the GWAA and alumni connections.
2. Participation in Summer Send-Off Program for incoming freshmen (GWAA board members hosting include: Buddy Lesavoy – Allentown, Steve Frenkil – Baltimore, Marty Baum – New Jersey, Jim Quinlan & Anne Cutler – Philadelphia, and Alex Haseley - France).
3. Engaging legacy families to invite them to the annual Legacy Welcome Reception on August 24, 2014.
4. Increase the number of alumni volunteering on Student-Alumni Day of Service, and the number of cities who are hosting volunteer events for Colonials around the country.

### **Challenges & Goals for the Future**

1. Increasing the number student-alumni interactions, and the number of alumni volunteers involved in those events. This includes increasing the participation of members of the GWAA board at these events.
2. Working with Admissions to obtain information to help us identify Legacy admittees soon after admission, and to give us access in other ways Taking a more active role in the stewardship of alumni volunteers for their support of student-alumni programming. This will include writing thank-you notes and reaching out individually to student-alumni program volunteers.
3. Identify ways to support student organizations in their engagement of alumni.