



Alumni Association

MINUTES OF THE BOARD OF DIRECTORS

Washington, District of Columbia

JANUARY 14, 2017

A regular meeting of the Board of Directors (the “Board”) of the George Washington Alumni Association (the “Association” or “GWAA”) was held on the Foggy Bottom Campus of The George Washington University in Washington, D.C. on January 14, 2017 at 9:15 a.m. local time.

Present at the meeting were the following Board members:

Joe Altenau	La Vida Johnson
Natalya Bah	Monica Laws
Martin Baum	Charlie Leizear (phone)
Sepidah Behram	Renee Lewis
Kathleen Bikus (phone)	Helen Li (phone)
Aaron Binstock	Matt Manfra
Marcos Bronfman	Ariz Matute
Deborah Butterfly	Brooke Morita
Charles Calloway	Martha Morris (phone)
Christine Cannon (phone)	Illise Perlmutter
Christine Carnavos	Venessa Perry
Dean Coclin (phone)	Jim Quinlan (phone)
Fiona Conroy	John Samuel
Morgan Corr	Dianne Sherman
Aaron Deer (phone)	April Stubbs-Smith (phone)
Barbara Domingo (phone)	Rachel Talbert
Edwin Elfmann (phone)	Courtney Thorne (phone)
Richard Ernsberger (phone)	Ben Trajtenberg
Jeff Fair	Debbie Wheeler
Beth Furtwangler	Scot Wilson (phone)
Jeremy Gosbee	Adam Wolken
Timothy Gowa	Marilyn Yakowitz
Claritza Jimenez	

The following members of the Board were absent:

Asha Aravindakshan	Judith Lipner
Shannon Cerminaro Doyle	Chrison McManus
Erika Feinman	Pippa Morse
Paul Fires	Roulla Nau
Jennifer Guzman	Andrew Perlman
Jacqueline Hackett	Julie Silverbrook (Excused)
Alex Haseley	Nick Watkins
Kumar Jeev	Christopher Whittam (Excused)

Mr. Jeremy Gosbee, Association President, acted as Chairman of the meeting, which was recorded for the purposes of minutes to be prepared by Mr. Morgan Corr, Association Secretary.

All of the above persons being present at the meeting the President called the meeting to order and announced that the Board would proceed with the transaction of business.

1. Business Session

a. President's Report – Gosbee

i. Announcements:

1. Confidentiality of Board Communications – Mr. Gosbee announced that a review of the confidentiality policy is underway and there is an effort to make expectations more clear in the confidentiality of communications. Generally speaking communications over Association listservs is not to be shared outside the Association.
2. Giving Update – an update of the giving of Board members was reviewed by Mr. Gosbee. To date 40 of 60 Board members have given, which is 66%. 11 of the 40 gifts are at Luther Rice Society level. Total contribution so far is \$22,500. The Colonials Helping Colonials Fund is more than 50% funded, on pace with the 3 year goal.
3. New GW President selected – Dr. Tom LeBlanc the present Provost of the University of Miami has been selected and will be inaugurated in August. The Association will endeavor to bring him to a Board meeting soon after he takes office.

- b. Minutes – Mr. Corr presented the draft minutes of the prior Board meeting and invited any corrections or amendments to be offered. There being none, on motion duly made and seconded the Board approved the minutes unanimously.
- c. Financial Report – Mr. Gosbee provided a snapshot of the financial position. Revenues haven't yet been received from Mercer/Liberty due to ongoing contract negotiations. So far this year the Association has paid half of the \$80K commitment to GW. Most payouts are yet to come, such as grants program and GWAA prizes.
- d. Alumni Relations Report – Mr. Matthew Manfra
 - i. Capital Campaign – GW has now raised over \$949M toward the \$1B “Making History Campaign” putting us on target to exceed the goal before the scheduled end of the campaign.
 - ii. New Board of Trustees Committee – A new committee has been formed combining areas of student life and alumni relations. The goal is to create a lifelong engagement with the university, considering students as alumni-to-be and fostering greater engagement from the start.
 - iii. Staffing Update – In the last two weeks two staffers in Alumni House who were working with the Association have left for other positions. There are now 10 positions open in the division that we are in the process of hiring. Many of these will engage with various committees of the Association, and we look forward to expanding the staff.
 - iv. Transitions with Technology – The current portal run on the University website for the Association is somewhat dated and very staff-driven. In order to make it more user friendly and streamline use efforts are underway to migrate to new systems to manage the operations of the Board.

2. Strategic Planning

- i. Strategic Planning Update – Ms. Venessa Perry
 - 1. The strategic planning task force is focusing on some main areas at this point – “primarily what is the scope of this review”, “what is the scope of Board responsibilities”, “what are group and individual responsibilities and expectations”.
 - 2. Three exercises were held, focusing on individual, small group, and large group interactions brainstorming and discussing the future of the Association.

3. Update from Enrollment Management – Laurie Koehler, Sr. Assoc Provost, Enrollment Management
 - a. Ms. Koehler made a dynamic presentation showing the strategic approach of the Enrollment Management department of GW to create a modern application process, student retention, and engagement initiatives.

4. Committee Report outs
 - a. Awards

The Outstanding Service Awards are April 6, 2 days before April board meeting. On Feb 7, nominations close for Distinguished Alumni Achievement Awards.

 - b. Career Services

The industry networking events is continuing to grow and be successful. That program is a trial run for hosting industry specific events and programming around the country.

 - c. Communications

The committee is looking into a way to try and improve communications among the Board. Some suggestions include holding in-between meeting e-newsletter for Board members. Updates on other committee work and personal stuff for Board members might be helpful, as well as increased social media usage for Board-only communication.

 - d. Student-Alumni Initiatives:

The student-alumni reception during alumni weekend was a success with a full room. The dinner with alumni program will re-start in February.

 - e. Finance

The Committee discussed long term vision for getting back to solvency/positive budget.

 - f. Nominations & Governance

Discussed several issues, including the member-at-large nomination process, reviewing governance docs, discussed committee charters, and reviewed the officer nomination process.

 - g. Programs

So far there are 13 applications for total of \$25K for grants program, which will be reviewed by subcommittee. The Committee also discussed ways to build on successes of promoting Colonials Weekend and other signature events.

- h. Alumni Abroad Working group
Just completed a survey for alumni abroad. It will go out to all alumni abroad shortly. The survey results will be reviewed at the April meeting.

- 5. Closing Business
Resolution – A short discussion about a potential resolution on “Reestablishing Alumni Brick Program” ensued. It was decided to push the resolution to another meeting.

- 6. Adjournment - There being no further matters to come before the Association, upon motion duly made and seconded, a vote to adjourn the Meeting occurred at approximately 3:30 p.m.

* * * *

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: Jeremy Gosbee

Date: