



GEORGETOWN UNIVERSITY
Alumni Association

DRAFT Executive Committee Minutes

Friday, September 11, 2016 | 9:00 a.m. – 4:00 p.m. ET
Cornell Club | New York, N.Y.

Executive Committee:

George Peacock – GUAA President
Jeff Chapski – GUAA President-Elect
Bill Reynolds – GUAA Executive Director
Karen Schneider – Chair of Strategic Review
Anne Marie DiNardo – Chair, Communications and Technology Committee
Sean Redmond – Co-Chair, Alumni Clubs Committee
Jamal Epps – Chair, Nominations Committee
Regina Torsney-Durkin – Co-Chair, Campus & Alumni Relations Engagement
Bob Barone – Chair, Awards Committee

Governors

Alexandria Kane
Vikram Agrawal
Mike Yeager
Damien Zoubek

Senators

Stephen Arcano
David Caracta
John Reagan

Staff

Beth Bolen
Bridget Holmes
Paul Lanzone
Caitlin March

Welcome and Opening Remarks: George Peacock – President, Georgetown University Alumni Association

Executive Director’s Update: Bill Reynolds – Executive Director, Georgetown University Alumni Association

- Bill reviews new big picture initiatives and topics at Georgetown University
 - U.S. News Report rankings, reunion participation and status of donations to various aspects of campus

Website Project Update: Paul Lanzone – Assistant Vice President, Class Programs & Reunion Campaigns

- The project couldn’t have been done without the help of the Alumni Association
- This brings the GUAA’s web presence in to the 21st century
- The project is at the 12 month mark and nearly complete
- Several elements need to be updated:
 - Overall mailing presence and look, alumni directory, career network, forms, etc.
- Chose to move forward with the following vendors:
 - iModules software for typical alumni interactions
 - Drupal for hosting the website presence
 - ExactTarget for email
- The team will look at training staff, with the aim of a full rollout at end of October
- The calendar functions were outside the scope of this project but will be integrated in later iterations
- Feedback is greatly appreciated as this process continues

Communications Update: Anne Marie DiNardo – Chair, Communications & Technology Committee

- Alumni Logo Project
 - Project goal was to come up with something in line with the classic Georgetown logo, but distinctive
- Guidelines are currently being developed for Visual Identity which will be used to provide a common reference for all Alumni Association programs while accommodating each unit's need to express its individual identity
- This project was kicked off last November, and the Committee has two logos to share:
 - The logos are both built with various aspects of functionality and cohesion with the university logo
 - The image of the seal resonates with people
 - The first logo has a global feel with the 3-D look
 - The second is a more evolutionary

The logos were shown to the group via projector
- The committee did benchmarking across other universities
 - Most capitalize on the name with a small image next to it but we are trying to do something a little more groundbreaking

The Committee discussed the two possible logos
- It is likely that the logo will be voted on at Fall Leadership Weekend

Strategic Plan Update: George Peacock – President, Georgetown University Alumni Association

- Committees should think of strategic initiatives for their committees and for the Alumni Association
- \$100,000 available for programs:
 - Proposals should be one page in length and should provide details on requested funding
 - One idea does not have to encompass all of the criteria
- There is a total of \$900,000 available for strategic plan, or \$300,000 a year
 - Committee proposals receive \$100,000, the other \$200,000 is for these initiatives
 - Many Executive Committee members are interested in adding an additional staff person
 - Existing programs to be kept may be submitted as well
 - These proposals might benefit from a different review process
 - ASAP grants should be reviewed prior to Fall Leadership Weekend

(Break for Lunch)

Alumni Leadership Weekend Overview: Bridget Holmes, Senior Director Career Services & Caitlin March, Associate Director of Board Operations

- Holmes and March presented the idea of a full leadership and volunteer weekend for all engaged volunteers, regardless of membership on either the Board of Regents or Board of Governors. This would allow for:
 - The opportunity to get to know the volunteers better
 - Club Awards Event on Saturday night; Governors could help in promotion
 - Club and class specific volunteer-specific sessions on Saturday
 - A new governor and past president reception
- Zaid Zaid had to resign from the Board of Governors in light of his new White House job, Steve Glickman has been nominated to replace him
 - This nomination will be ratified at Fall Leadership Weekend
 - The officer nomination will be outlined
 - Will most likely alter the process to allow for feedback from Board members about potential candidates
- Regina Torsney-Durkin suggests having an online university calendar of events

Proposals: George Peacock – President, Georgetown University Alumni Association

- Naming of the new entrance Jack the Bulldog statue:
 - \$80,000 is the cost of the gift to name the statue
 - This will be much larger than the bulldog statue that already exists
 - Discussion ensued over statue; suggestions made by committee about potentially having a different statue entirely (Patrick Healy, Student with Bulldog, etc.)
- SPD Fund Update:
 - T-shirts were purchased through the SPD fund, \$12,000 for New Student Orientation
 - George motions a vote to replenish the account
- **I. Resolution 270-1**
 - George Peacock asked for a motion to add \$12,000 to the SPD Fund
 - Motion: Jamal Epps
 - Second: Regina Torsney-Durkin
 - Motion approved unanimously to add \$12,000 to the SPD Fund
- Strategic Planning:
 - The budget includes \$300,000 a year for this
 - This currently includes \$55,000 for staff
 - To secure additional staff, approximately \$30,000-\$40,000 would be needed
 - Need more support for things like GEA
 - Propose to dedicate some money to GUAA Communications staff person
- **II. Resolution 270-2:**
 - George Peacock asked for a motion to add \$40,000 to the FY16 Budget for an additional Board Operations Staff Member
 - Motion: Jamal Epps
 - Second: Sean Redmond
 - Motion approved unanimously to add \$40,000 to the FY16 Budget for an additional Board Operations Staff Member

Deloitte: Pete Fritz, David Lotz, Greg Merchant – Constituent Relationship Management Presentation

- Customer Relation Management (CRM) has become broader, thus it is constituent relations now
 - This provides a way to see people's engagement, helpful when considering leadership roles
- Clear need for new technology in GU's Office of Advancement
 - Ideally, all data would be in one location
 - Feedback from young alumni on a possible app would be seamless
 - As leaders in the alumni community, the Board of Governors understands the challenges of engaging alumni who have not be involved in years past
 - Deloitte is focusing on capturing information for club events
 - Themes from positive customer service experiences: personal, powerful, dependable, something that evokes emotion.
 - The committee identified several potential priorities for Georgetown:
 - Decrease student anxiety, perhaps by forcing students to extend their community outside of campus
 - To know what alumni want most out of the Alumni Association
 - Mass customization of communication
 - The committee identified several points of leverage that could be used to engage the alumni community:
 - Athletics, Prominent Alumni, Faculty Engagement
 - Alumni Networking, Lifelong Learning, Belief/Spirituality
 - Importance of networking beyond LinkedIn, Hoya Gateway, etc.
 - The committee identified several thing that could make alumni leader's roles easier, including:
 - Funding, more staff, linkage and engagement, creating more opportunities to rise within the organization

Awards Committee Update: Bob Barone – Chair, Awards Committee

- The Alumni Association received more award nominations than any previous year
- Barone thanked the Board for their work in securing nominations

Investment Update: Mike Yaeger – Chair, Investment Sub-Committee

- This is the first time the GUAA has been down in a period, where we went down about 1.8%
- Yaeger provided a breakdown of investments:
 - \$5.2 Million across the portfolios
 - The four portfolios are Carroll Fund, The Healy Strategy, The Graduate Students and the Undergraduates
- Yaeger provided an update on the Undergraduate Portfolio:
 - The group had an presentation and returns
 - They asked for a video conference speaker series that will begin with them pitching their portfolios and ideas to real portfolio managers to gain real life experience.
 - They may need assistance from professionals in the field
 - There is an opportunity to improve our recruitment efforts for undergraduate and graduate students, including coordinating with career services on these kinds of initiatives

The meeting was concluded.

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