All,

Thank you to all who helped plan and execute our recent Winter Leadership Weekend. I have gotten positive feedback from students, folks at the GSP program, faculty, and a few fellow Board members, so I think it was a "win" with several of our stakeholders. But, we are always looking to improve and need your feedback in order to do so. In light of that, we developed two brief surveys for you to complete. Please click here for the 5 question Awards Banquet survey and here for the brief Weekend survey. (If you already completed the surveys when Caitlin sent her earlier email, thank you.)

Below are some dates that need to be saved. One of the most important events that I'll note is the April 16-19 John Carroll Weekend in Los Angeles. If you have not made plans yet, it is not too late to do so.

Please take a few minutes to familiarize yourself with committee activities by reading the Chair reports below. If you were in meetings and think a chair missed an important matter in the report, please let him or her know in order to make sure something doesn't get dropped and forgotten. If you read about something another committee is doing and you see how it might dovetail with an effort of one of your committees, send an email to the chairs and make the connection.

Continued thanks to John Reagan for his ongoing dedication in shepherding our Strategic Plan Subcommittee. At our Winter Leadership Weekend he moderated two sessions which were well attended by members of the Board. The first draft of the Strategic Plan had 25 initiatives and we are whittling it down to our top priorities. More on that to come. We will be sharing the current version of the Strategic Plan with the professional staff for their comments and ideas, as well.

Finally, as I mentioned on Wednesday's Executive Committee call, this is a time when committees should schedule committee calls in order to move projects forward and think about what they could and should be doing. The time between Winter Leadership Weekend and Fall Leadership Weekend is always at risk for being out of sight, out of mind and there is a lot to be done.

Our next call is Wednesday, April 1 at 5:00 pm ET. Between now and then, we will send you information about a couple of issues to review and think about. We will be voting on those matters at that meeting, so enter the date on your calendar now so that you will be able to join us.

Gratefully,

George

George J. Peacock C'84, P'16
President, Georgetown University Alumni Association

Upcoming Events
Executive Committee Call

Wednesday, April 1
5:00 - 6:00 p.m. ET

The dial-in is 1-800-482-3251 with passcode: 418848#. Agendas will be sent in advance of the calls. All members of the Board are welcome to join.

Career Services Webinars

Overworked and Overwhelmed: The Mindfulness Alternative
Tuesday, March 17
12:30 p.m. - 1:30 p.m. ET

Joining the "In" Crowd: Strengthening Your Network on LinkedIn
Tuesday, March 24
12:30 p.m. - 1:30 p.m. ET

Save the date for John Carroll Weekend 2016!

The dates for John Carroll Weekend Rome are April 14 - 17, 2016.
Stay tuned for more information to come on JCW 2016. In the meantime, if you have not done so already, please register for this year's JCW LA.

Committee Updates

Awards Committee Update
The Awards Committee continued their yearlong discussion regarding the Awards Committee Guidelines. The Committee passed three resolutions to amend the Guidelines.

On the Friday evening of WLW, we celebrated and recognized a dedicated and well deserved group of Georgetown Service and Club Awardees.

The Awards Committee discussed and is committed to obtaining a broad and diverse group of nominees this summer for the 2016 Service Recognition, Patrick Healy and John Carroll Awards which will be voted on at FLW.

Student-Alumni Engagement Committee Update
The Student-Alumni Engagement committee needs to focus on how we can have the maximum impact with the resources we have. If students don't know that a certain event or initiative was created and executed by alumni, we've missed an opportunity. It doesn't matter how much we may spend on an event, if the students don't make that connection that these events are coming directly from alumni... from their pockets... from real people! That must be our focus.
At our committee meeting, we paired down our excel document full of possible events to a handful we will execute this year - improving freshman convocation T-shirt creation / distribution, adopt-a-dorm program, alumni house access for exam week, joint midnight breakfast event with faculty, and improving GUAA presence at senior week kickoff event with improved signage, A/V, flow, etc. We will need to enlist the help of local DC alumni to help us provide a physical presence at events like Adopt-A-Dorm and freshman convocation.

In addition to creating new initiatives like "Adopt-A-Dorm" there is low-hanging fruit available in partnering with existing events like faculty-sponsored midnight breakfast, Traditions Day, etc. We will need to enlist the help of local DC alumni to help us provide a physical presence at events like Adopt-A-Dorm and freshman convocation.

The Campus-Alumni Engagement committee had two key takeaways from meeting at WLW. The first of which, is to consolidate the alumni events calendar. We decided not to do an "interim" solution but wait until the spring when the new Georgetown email and calendar platform will be launched. After reviewing the new systems, we will then compare its functionalities to Google calendar.

The second takeaway was to focus on alumni involvement at key signature events. There is a strong desire to have alumni involvement with the key signature events on campus including convocation, commencement and award exercises. For signature events at graduate schools specifically, we would like to replicate the signature events like the medical white coat ceremony and nursing pinning ceremony with other programs such as Law. For the School of Continuing Studies, we still need to strategize how best to have alumni involved in these programs.

Legacy Subcommittee Update

Five students from the 1634 Society - Tim Rosenberger, Elise McDonnell, Annamarie White, Haviland Hawkins and Eileen Dombrowski - participated in the committee meeting at WLW and are now active members. These students proposed the idea of creating an alumni mentoring program for 1634 Society members or officers. Bill Licamele presented a Legacy Committee update at the larger Class Advancement Committee meeting where he recommended there be a Class Legacy Chair for the 25th Reunion and beyond. Steve Link plans to consult on the Chair description.

Another idea proposed was to have an educational financial liaison who would be available to connect younger alums to university resources regarding financial planning issues (eg. mortgages, retirement plans, etc.). Through the liaison, the Legacy Subcommittee could market to younger alums (5th through 24th Reunions) to consider putting some percent of their pension with GU as a percent beneficiary.

Steve Link plans to work with ACS to develop various financial planning webinars. Bill Reynolds and George Peacock will follow-up on the Med School Financial Pearls presentation to see if there is a need for additional alumni.
Communications & Technology Committee Update

Visual Identity Initiative: The committee reviewed a selection of images to create a visual identity for the GUAA. The overall identity theme is to be distinctive and welcoming. The University seal garnered the most discussion. Committee members indicated we need to position ourselves as a global organization so the imagery should not just focus on main campus but also incorporate the law, medical and other schools. Some regional clubs are using their own logo so we need to be able to provide a GUAA logo that complements the club’s established identity when using on a Facebook page or on a club website for example.

GUAA Web Redesign: The Committee has volunteered to assist with testing the GUAA web redesign to launch this spring. Teresa Jefferson and Paul Lanzone provided an update and answered questions about the new functionality.

Social Media Wiki: The committee is going to review the current social media Wiki developed a few years ago to determine how to update it to provide additional value to alumni. Currently the Wiki provides step-by-step guidance on setting up social media accounts and how to engage with the alumni community with these social media platforms.

Class Advancement Committee Update

During the Class Advancement Committee meeting, Board members heard presentations from Paul Lanzone (Undergraduate), Erin Pitts (Medical) and Emily Smith (Law) where the three spoke of their respective campuses' volunteer handbooks used for reunions. They touched on the differences and similarities between each handbook, as well as how each campus uses their handbook resources with their volunteers.

After hearing the presentations, Board members broke into groups to give feedback to staff members on their campus' handbook. Board members provided valuable insight on the best ways to utilize the handbooks and better help volunteers in their communication, events and fundraising roles for reunions. The lively discussions that took place in the group brainstorming sessions will be shared with other staff members as they review and revise their handbooks.

In the future the committee will continue to coordinate with Georgetown staff to bring insight and ideas about Class Leadership best practices between GU Advancement and the Board of Governors.

Audit & Finance Committee Update

During the Audit and Finance Committee meeting, members heard financial updates from Investment Subcommittee chair, Mike Yeager. He emphasized developing a formalized investment plan for the GUAA that could benefit undergrads and add to fundraising efforts.

The committee discussed how investing in the undergraduate fund would allow for more "experiential learning" opportunities. For instance, helping student investment clubs become SEC registered investment advisors would give students an edge when they go out in to the professional world.

Revenues and Royalty Subcommittee chair, Christina Cary talked about corporate sponsorship, the travel program and the GUAA store as some of the main focuses of her subcommittee.

Alumni Clubs Committee Update

The Alumni Clubs Committee is making strides to help better engage Hoyas in presentations to students about these issues.
their hometown around the world. Our new "Club Hub" newsletter for all club leaders showcases five quick stories about Georgetown, from exciting events to leadership tips to Hoyas in the news.

We’re also deploying our Georgetown Engagement Ambassador Program (GEAP) to help Governors share the depth of their experience with club leaders around the world.

Last, but certainly not least, we are helping revamp our awards process to make sure we recognize even more of the great activity that is going on around the globe through GUAA clubs.

Oh, and don't forget - International Alumni Weekend in Hong Kong is November 5 - 8, 2015. We hope to see you all there!

Career Services Committee Update
The Career Services Committee has been very active in recent months. The Alumnae Subcommittee launched its LinkedIn page in the fall and has almost 400 members and has also hosted several virtual networking events. The Subcommittee is hosting a networking event with remarks by Rickie De Sole, the Fashion, Market and Accessories Director at W Magazine. The event will be held on March 18th at the Anya Hindmarch store. Ann Beth Stebbins was instrumental in putting this event together.

The Webinar Subcommittee has engaged in numerous discussions and brainstorming regarding the future of the webinar series. They are focused on targeting a few marquee presenters, leveraging the growing library of presentations and developing additional partnerships within the Georgetown community, and reviewing webinars that are under attended to determine ways to improve those programs.

The HR and Recruiting Subcommittee hosted a successful kickoff event in the fall and also hosted a virtual networking event. They are actively engaged in recruiting new members to their LinkedIn group and planning future events.

Access more committee updates in the members only section of the BOG website.

2015 Alumni Awards Banquet
1) Governors Anne Tierney Prochnow (C'88) and Karen Schneider (N'76) pose for a picture. Anne received the William Gaston Award at the Banquet. 2) Dr. John Glavin (C'64), Faculty Appreciation Award recipient, gives his remarks. 3) Bill Reynolds (C'79) introduces Dr. Bob Barone (C'84, M'88), Awards Committee Chair, to give his remarks. 4) Georgetown Scholarship Program Students speak with Governor, Randy Rivera (C'02).
On January 29, 2015, over 100 alumni and more than 350 Junior and Senior undergraduate students took part in the 2nd Annual Hoya Gateway Live! event at the GU Hotel and Conference Center.

Hosted by Hoya Gateway, the Georgetown University Board of Governors, the Georgetown University Board of Regents, and the Cawley Career Education Center, alumni - employed in industries including entertainment & media, entrepreneurship, finance, government, human resources and executive recruiting, health & medicine, law, nonprofit, and technology - met with students over the course of two, hour-long sessions to network, share knowledge, forge connections, and continue the tradition of creating conscientious business leaders.

This signature networking live event helped to further elevate the profile of Hoya Gateway as the premiere platform for alumni-student connections.

Thanks to Sarah Tripodi and her subcommittee for all of their assistance on this event!

On the heels of Hoya Gateway Live!, the Alumni Career Services team co-sponsored Careers for the Common Good. Approximately 70 alumni - representing fields focused on improving society including arts & culture, corporate social responsibility, education, environment and energy, international development & foreign affairs and more - convened in the Fisher Colloquium in the McDonough School of Business on February 11 to speak with and provide guidance to more than 200 undergraduate students.

A session solely dedicated to alumni-to-alumni networking, kicked off the evening’s activities. The 9th annual edition of this event, Careers for the Common Good was a joint effort of the Georgetown University Alumni Association, Alumni Careers Services, the Cawley Career Education Center, the Center for Social Justice, Georgetown College, the McDonough School of Business, the Office of Mission and Ministry, The Georgetown Club of Metropolitan DC, the Georgetown Women's Center, the Biondi-Copeland Family Fund, and the LGBTQ Resource Center.

To see more photos taken at the Banquet, please visit the GUAA Flickr.