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
  o 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:
  o The logos are both built with various aspects of functionality and cohesion with the university logo
  o The image of the seal resonates with people
  o The first logo has a global feel with the 3-D look
  o The second is a more evolutionary
    - The logos were shown to the group via projector
- The committee did benchmarking across other universities
  o 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:
  o Proposals should be one page in length and should provide details on requested funding
  o 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
  o 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
  o Existing programs to be kept may be submitted as well
  o These proposals might benefit from a different review process
  o 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:
  o The opportunity to get to know the volunteers better
  o Club Awards Event on Saturday night; Governors could help in promotion
  o Club and class specific volunteer-specific sessions on Saturday
  o 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
  o This nomination will be ratified at Fall Leadership Weekend
  o 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 seamlessness
  - 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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