

TULANE ALUMNI ASSOCIATION

DRAFT

Minutes

Regular Meeting of the Board of Directors

Sunday, October 24, 2004

A regular meeting of the Board of Directors of the Tulane Alumni Association, a Louisiana non-profit corporation, was called to order at the Diboll Conference Center in New Orleans, LA at 9:00 a.m. pursuant to the notice sent to all directors in accordance with the bylaws.

The following Officers were present:

Jenny Kottler– President; Bill Kammer– President-elect; Stanley Cohn – Vice President; Steve Slattery - Secretary/Treasurer and Richard Schmidt – Representative to the Board of Tulane.

The following Directors were present:

Brett Boyce – University College; Juan Castillo – Business; Rod Chapel – Tulane Clubs; Chris Cobb – Architecture; Sanda Groome – Member-At-Large; Sally Knight – Public Health; John Mahoney - Tulane Clubs; Kelly McKean – Tulane Clubs; Rusty Pickering – Tulane Clubs; Dana Ray – Tulane Clubs; Anthony Recasner – Graduate; Michelle Rinehart – Tulane Clubs; Neil Robinson – Medicine; Dale Robinson-Rogers – Member-At-Large; Helen Schneidau – Newcomb and Nathan Schwam – Tulane Clubs.

The following Directors were absent:

Molly Dwyer – Tulane Clubs; Burdette Huffman – Tulane College; Robert Kahl – Engineering; Surveen Klein – Social Work; Michael Littenberg – Law; Dan O’Connor – Member-At-Large; David Silverman – Tulane Clubs; Diane Stapley – Tulane Clubs and Robert Tessaro – Tulane Clubs.

Also present were the following Committee Chairs:

Sharon Bourgeois – Awards; Paul LaRosa – Student Outreach; Jenny Kottler – Executive; Greg Manion – Community Outreach Task Force; Rod Russell – Communication; Suzanne Valtierra– Programming and John Williams – Nominating.

In addition, the following Tulane Club Presidents, Co-Presidents and representatives were present:

Jeven Adami, Chicago, IL; St. Paul Bourgeois, Lafayette, LA; Mary Lynn Hyde, San Diego, CA; Steve Kirson, Atlanta, GA; Theresa Schieber, New York, NY; Ashley Scriber, New Orleans, LA and Ruth Zarren-Koch, St. Louis, MO.

Also present were the following past presidents:

Ann de Montluzin Farmer – past president; Rick Powell – past president; Charlotte Travieso – past president; Robbert Vorhoff – past president and John Williams – immediate past president.

Also present were Alumni Affairs office members:

Jenny Daigle Benoit; Walter Cody; Rebecca Kastl; Alison Raymond; Bill Vandivort and Charlotte Travieso.

Also the following guests were present:

Robert Kottler and Yvette Jones.

Jenny Kottler, President, presided and Jenny Daigle Benoit, Assistant Director of Operations for Alumni Affairs recorded the proceedings of the meeting.

General introductions and announcements were made. The minutes of the last meeting were approved.

Jenny Kottler, TAA President

- A “thank you” card was signed by the TAA – the card will be sent to Chris Scelfo and the Tulane Football team
- The nominating committee has been appointed – it has both TAA board members and non-board members
- Tulane University enrollment is at an all time high
- Acceptance rates are declining
- SAT average for the current freshmen class:1344
- Retention rates are improving
- Tulane will be offering an undergraduate degree in Public Health and Tropical Medicine starting this fall
- The Business School will be offering a four year undergraduate program
- Scott Cowen continues to applaud the efforts of the TAA
- TAA Board members are expected to make a donation to the University
- Stanley Cohn is working on the Strategic Plan developed at the July 2004 TAA Board Meeting

Yvette Jones, Senior Vice President

- Comprehensive Campaign
 - Campaign will include all gifts for any purpose from all sources for a defined period of time:
 - Annual Fund
 - Gifts for Endowment
 - Gifts for Capital Projects
 - Gifts for Restricted Purposes
 - Comprehensive Campaign Vision – Tulane will be:
 - Among the most distinguished and respected universities
 - A leader in setting the agenda for higher education
 - Known for its service to the public
 - A community of shared values and goals, making it a first choice for the best faculty, staff and students
 - One of the best led and managed universities anywhere
 - Comprehensive Campaign Objectives
 - Increase endowment to \$1 billion

- Increase gifts and pledges to annual level of \$100 million; \$10 million in annual unrestricted gifts
- Be in a position to continue growth after the Campaign
- Comprehensive Campaign Preliminary Goals
 - Endowment Support - \$300 million
 - Capital Projects - \$200 million
 - Restricted Program Support - \$100 million
 - Annual Fund for Operations - \$50 million
- Comprehensive Campaign – The Quiet Phase
 - The opportunity to assess if all is working:
 - Leadership/Staffing
 - Campaign Financing
 - Volunteer Leadership and Structure
 - Leadership Gift Phase
 - Setting Goals
 - Timetable
 - Fall 2004
 - Continue cultivation and solicitation of prospects
 - Continue Pre-Campaign kick-off events
 - Continue evaluation for goal-setting
 - December 2004
 - Meet with Leadership Volunteers and the Board of Tulane to determine Goal
 - March 17-18, 2005
 - Announce Goal
 - Public Launch of Campaign
 - Promise and Distinction: The Campaign for Tulane (March 17-18, 2005)
 - Thursday, March 17: Breakfast, Board Meeting, Highlights, Paul Tulane Society Investiture, School-sponsored events, and “An Evening of Distinction”
 - Friday, March 18: School-sponsored events, The Big Splash, and Premiere event for invited guests
- University Projects
 - The University Center Project is behind schedule by two or three months – it is scheduled to open in the spring of 2006
 - The “Sprung Structure” has turned out to be more of a permanent structure and it may be utilized during the construction of the University Square
 - Residence Hall 1 is currently under construction and will have about 250 beds – it will be the first residence hall with a faculty residence built within the hall
 - The University acquired River Sphere – it is riverfront property located near the convention center – it will become a campus focused on research and education on the river and wetlands
 - Turchin Stadium is currently being expanded – it will include more seating, suites and new concessions

Charlotte Travieso, Director of Alumni Affairs

- Charlotte thanked the Office of Alumni Affairs for all of their work preparing for the Homecoming/TAA Board meeting weekend
- PCUAD will host an event in Phoenix during their January meeting
- The Bea Field naming committee had a lunch meeting in the Alumni House on Friday
- Charlotte explained the contents of the packets and encouraged everyone to look at their information in the TAA directory and submit updates and changes to Jenny Benoit

Rich Schmidt, Representative to the Board of Tulane

- Scott Cowen is really pleased with the work of the TAA
- Tulane University is in great shape – both financially and intellectually

Committee/Task Force Reports:

- Sharon Bourgeois – Awards Committee
 - The deadline for submissions is December 17, 2004
 - The brunch will be at the Audubon Tea Room on May 1, 2004
- Rod Russell – Communications Committee
 - The committee is still in need of more members
 - Rod is trying to increase the listserv numbers
- Steve Slattery – Finance Committee
 - The budget is on target
- Marketing Committee
 - The committee is still in need of more members
 - The CD Rom project is on target
- John Williams – Nominating Committee
 - The committee has been selected and will be meeting shortly
- Suzanne Valtierra – Programming Committee
 - The January meeting is on target – there will be a reception at the Kottler's home on Friday night
 - The dedication of the fence will also be during the January meeting
- Lara Geller – Tulane Clubs Committee
 - There will be less focus on Mardi Gras and Crawfish events this year and more focus on the Evening of Distinction Events on March 17th
- John Mahoney – Athletics Task Force
 - Athletics accomplished all of their goals last year and are on target for this year
- Greg Manion – Community Outreach Task Force
 - The committee is still in need of more members
- Paul LaRosa – Student Outreach Task Force
 - The Task Force is trying to arrange to have dorm pizza parties

Closing Remarks – Jenny Kottler, TAA President

Regular session was adjourned at 12:10 p.m.