

TULANE ALUMNI ASSOCIATION

Minutes

Regular Meeting of the Board of Directors

Saturday, February 10, 2001

A regular meeting of the Board of Directors of the Tulane Alumni Association, a Louisiana non-profit corporation, was called to order in the Stibbs Room of the Tulane University Center, New Orleans, Louisiana at 2:30 p.m. pursuant to the notice sent to all directors in accordance with the bylaws.

The following Officers were present: Eric Weimers – President; and Rick Powell – Vice President. The following Officers were absent: Rich Schmidt – President-elect; and John Williams - Secretary/Treasurer.

In addition, the following Directors were present, constituting a quorum: Omer C. Davis – Business; Robert Freeland – Tulane Clubs; Lara Geller – Tulane Clubs; Patricia Greene – Newcomb; Burdette Huffman – Tulane Clubs; Mary Lynn Hyde – Tulane Clubs; Jenny Kottler – Tulane Clubs; Robert Kottler – Members-At-Large; Edward S. Lindsey, MD – Medicine; Dale Little – Public Health; Michael Lockhart – Tulane Clubs; Cam Marston – Tulane Clubs; Tommy Meehan – Engineering; Craig Mitchell – Law; Michelle Rinehart – Architecture; Steve Slattery – Tulane Clubs; and Ruth Zarren-Koch – Tulane Clubs. The following Directors were absent: Carol Becker – Members-At-Large; Sharon Bourgeois – Tulane Clubs; St. Paul Bourgeois – Tulane College; Joe Davenport – University College; Bill Kammer – Members-At-Large; and Jay C. Stone – Members-At-Large.

Also present were the following Committee Chairs: Stanley Cohn – Awards Committee.

In addition, the following Chapter City Presidents, Co-Presidents and representatives were present: Kathy Brands – Chicago, IL; Ann Chirinko – Cleveland, OH; Mark Collier – Atlanta, GA; Lonny Elfenbein – Cincinnati, OH; Cynthia Hogan – San Francisco, CA; John Mahoney – Jacksonville, FL; Dan O'Connor – New York, NY; Melissa Patterson – Seattle, WA; Frank Pola – San Juan, Puerto Rico; and Dana Ray – San Antonio, TX.

Also present were the following past presidents: Ann de Montluzin Farmer – Immediate past president; Bob Vorhoff, past president and Representative to the Tulane Board of Administrators; and Gil Vorhoff, past president.

The following Constituent Group Presidents were present: Terri L. Hoskins – Black Alumni Network of Tulane University and Simeon Wildman – Associated Student Body.

The following guests were present: Jane Bickford, Vice President for Institutional Advancement.

Also present were Alumni Affairs office members, as follows: Jenny Benoit, Walt Cody, Liz Guillory, Laurie Orgeron, Charlotte Travieso, Suzanne Valtierra, Bill Vandivort, and Sonya Willis.

Eric Weimers, President, presided and Sonya Willis, Senior Administrative Assistant for Alumni Affairs, recorded the proceedings of the meetings.

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

Vanessa Ayer and James Lancaster of the pep-band SoundWave (see SoundWave attachment) made a presentation and asked for support from TAA. There was discussion about ways that the TAA could promote SoundWave to the Alumni. After further discussion, upon motion duly made and seconded, the following resolution was unanimously adopted:

RESOLVED, that the Tulane Alumni Association will promote SoundWave on the Tulane Club Listservs.

Eric Weimers introduced Jane Bickford, Vice President for Institutional Advancement, who reported on developments in her department (see attached Institutional Advancement report).

Eric Weimers introduced Charlotte Travieso, Director of Alumni Affairs, who reported on the status of projects in the Alumni Affairs office, and in support of the Tulane Alumni Association (See attached Director of Alumni Affairs report).

Tommy Meehan, Homecoming & Reunions Task Force Chair, presented the report from his committee (see attached Homecoming & Reunions Task Force report). He noted that the date for Homecoming this year would be October 13, 2001.

Terri Hoskins, BANTU (Black Alumni Network of Tulane University) Interim President, reported on this organization and its objectives. Ms. Hoskins stated that the BANTU organization is relatively new and was formed to fill a need for African American representation among Tulane students and alumni and to accomplish the following goals:

- 1). To assist in the recruiting of black students at Tulane.
- 2). To enhance the educational experience of black students while at Tulane.
- 3). To establish and raise money for a scholarship fund for black students.

Ms. Hoskins shared that the organization is set up as a Board of Directors with Chapter City Representatives. She added that the BANTU Board would also be establishing a mentor program that would be coordinated through Tulane's Multicultural Affairs office.

Simeon Wildman, Associated Student Body President, gave an update on University matters. Highlights are as follows:

- Provost search still ongoing.
- The university is establishing an alcohol policy.
- The university is still trying to save the campus observatory.
- The incoming ASB President will be Jay Meehan. He will become effective as president of ASB in March 2001.
- Students are concerned about the national ranking of the university and how it has gone down in the past few years.

Mr. Wildman encouraged TAA members to be more involved with current students to help improve the undergraduate experience.

In the absence of Rich Schmidt, Nominating Committee Chair, Lara Geller presented the slate of Officers and Directors for 2001-2002 (see attached Officer and Director Nominations report). Miss Geller stated that open nominations for Directors would continue until March 14 and the Directors would be voted on in May 2001. A motion was made to suspend the election of each individual officer

and to approve the entire slate of officers by affirmation. After further discussion, upon motion duly made and seconded, the following resolutions were unanimously adopted:

RESOLVED, that the TAA Board of Directors would suspend the rules of voting for individual officers and to proceed in the election by slate.

RESOLVED, that the slate of Officers are elected as proposed by the Nominating Committee.

Miss Geller stated that there was some discussion in the Nominating Committee this year as to whether University employees (staff, faculty, etc.) who are alumni should be eligible to serve on the TAA Board. It was decided that the incoming 2001-2002 Nominating Committee would investigate this matter and establish a policy.

Stanley Cohn, Awards Committee Chair, reported on the May Alumni Awards Brunch and the Award Recipients. Mr. Cohn stated that the Awards Brunch this year would be held at the Audubon Tea Room in Audubon Park. Mr. Cohn announced the Awards recipients as follows:

Outstanding New Tulane Club – Albuquerque – Harry Asmussen, President
Outstanding Tulane Club – Los Angeles – David Zalkind and Nathan Schwam, Co-Presidents
Young Alumnus Volunteer of the Year – Steve Kirson
Volunteers of the Year – James Gundlach, Susan Gundlach, and Gil Vorhoff
Distinguished Alumna – Martha Walters Barnett
Dermot McGlinchey Lifetime Achievement Award – Sen. John J. Hainkel, Jr.

In the absence of Jay Stone, Marketing Committee Chair, Liz Guillory reported on Alumni Benefits (see attached Marketing Committee Benefits report). Ms. Guillory also made note that new Tulane Alumni Association Membership Cards have been made and are included in each board member's packet. She also noted that they would be distributed at various venues and marketed to get them to the Alumni. Melissa Patterson, Marketing Committee member, shared that the committee has been collecting information from other universities regarding membership dues.

Michelle Rinehart, Programming Committee Chair, reported on the plans for upcoming board meetings. Miss Rinehart announced that the May meeting would be held the first weekend in May (4-6, 2001) with the Tulane Club President's meeting scheduled on Friday, May 4. Miss Rinehart stated that the summer meeting would be held July 27-29, 2001 at Saddlebrook Resort in Tampa, FL.

Eric Weimers reported on the status of the 501(c)(3) Federal Tax Exempt application. Mr. Weimers stated that the application is being processed and that the Alumni Association had received its tax I.D. number.

Bob Vorhoff, Representative to the Tulane Board of Administrators, reported on University matters being addressed by the Board of Administrators. Highlights are as follows:

- Campus going wireless.
- Business School being remodeled and expanded.
- University buying Uptown Square to be used for off-site parking, etc.
- Schools and Colleges Strategic Plans are being reviewed by BOA.

Eric Weimers stated that he is working with Paula Buchanan, Washington, DC Tulane Club Co-President, to establish a Tulane National Volunteer Day in April 2001. This would be a day when

Tulane Alumni across America could all participate in community service projects in their area. Mr. Weimers stated that details would be discussed in Tulane Club President's meeting on Sunday, February 11, 2001.

The next meeting of the Tulane Alumni Association Board of Directors will be held on May 5, 2001, at 9:00 a.m.

There being no further business before the meeting, it was, on motion duly made and seconded, adjourned at 5:30 p.m.

Sound Wave

Sound Wave is Tulane University's student run Pep Band. Our organization has been around for about eleven years. We are voluntary and have a membership of about fifty talented students. Since our inception, we have performed at the Men's and Women's home Basketball games, Men's and Women's Conference games, and Men's and Women's NCAA games as well as the past two Homecoming pep rallies. With the Athletics Department as our sponsor, we get some support, none of which is financial. Now we are looking to expand and that is where we need you.

It has been many years since Tulane has seen a marching band and Tulane University is the ONLY Division 1 School without a marching band. It is the goal of this student organization to become Tulane University's Marching Band of the new millennium. Unfortunately, we lack the money and resources needed to do this. We are asking for any donations to help pay for much needed music, instruments, and equipment that is not budgeted to us by Student Programming. We are also asking if you could spread the word to your Chapter Club's alumni to help us raise the support and funding we need to move toward our goals.

If you would like to help please make checks out to Sound Wave of Tulane University and send them to:

Sound Wave
Tulane University
Office of Student Affairs
Suite 204, University Center
New Orleans, LA 70118

You can visit our web page at www.tulane.edu/~soundw/ or you can see us next semester at most the Home Basketball games.

Thank you for you support.

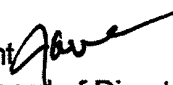

ROLL WAVE ROLL!!

Tulane

Office of Institutional Advancement

INTERDEPARTMENTAL
CORRESPONDENCE

Memorandum

Date: January 31, 2001
To: MEMBERS OF THE TULANE ALUMNI ASSOCIATION BOARD
From: Jane Simmons Bickford, Vice President for Institutional Advancement 
Eric H. Weimers, President, Tulane University Alumni Association Board of Directors 
RE: Director of Alumni Affairs

It is with great pleasure that we announce to you that Charlotte Travieso has been named Director of Alumni Affairs, effective February 1, 2001. As you know, Charlotte has been acting as Interim Director of Alumni Affairs for nearly the past year. In that brief time, she has been extremely effective in all aspects of managing the Alumni Affairs office as well as reaching out to Alumni throughout the world. Charlotte has quickly become an integral member of the Institutional Advancement staff, and, as Director, Charlotte will further the progress she has made on her goals:

- To increase the effectiveness and productivity of the Alumni Affairs staff
- To make the Alumni Affairs organization, and its systems and procedures more efficient and responsive
- To strengthen and enhance the relationship between the Tulane Alumni Association and the Alumni Affairs office, and all other offices within the University
- To become a vital link between all Alumni Affairs offices within the University.

We know that you will join us in wishing Charlotte the best of luck as she continues her decades-long relationship with Tulane in her new capacity as Director of Alumni Affairs.

Overview of University-wide Strategic Plan

Primary Objectives:

- Significantly enhance Tulane University's academic position, reputation, and visibility among major research universities.
- Broaden and deepen Tulane's community engagement in areas that significantly strengthen the university as well as the community.
- Strengthen the university's financial position relative to its peer and aspirant universities.
- Firmly position Tulane as a preeminent 21st century research university.

Key Success Factors:

- Distinctive educational, research and community-based programs that build on the university's strengths and meet a high priority societal need.
- A consistent focus on quality and excellence in university endeavors.
- Development of an entrepreneurial, flexible and can-do culture at Tulane.

Strategic Priorities:

Strategic Priority 1 - People

- Maintain compensation and benefit packages that allow Tulane to attract and retain outstanding faculty and staff.
- Continue to diversify the composition of the faculty, staff and students.
- Create opportunities such as awards, prizes, and recognition events to recognize and reward outstanding performance throughout the university.
- Enhance professional development opportunities for faculty and staff.

Strategic Priority 2— Education and Research

- Create an exemplary undergraduate experience taking advantage of Tulane's unique location and strengths.
- Increase research activity university-wide, specifically by improving research infrastructure and increasing competitively awarded, federally funded research.
- Further develop the four major areas of interdisciplinary education and research where Tulane has or can develop a comparative advantage.
- Facilitate greater interaction among all schools and colleges to take advantage of Tulane's small size and diverse academic interests.
- Maintain a select group of graduate and professional programs with the potential to be nationally recognized

Strategic Priority 3— Community Engagement

- Enhance the quality and functionality of the university's instructional, research, residential and recreational facilities.
- Partner with organizations locally and internationally to advance the university's objectives and strategy and strengthen our partner organizations.
- Increase community involvement in New Orleans and Louisiana to address pressing community needs that align with Tulane's priorities.
- Continue to build a university community with shared values and aspirations.

Strategic Priority 4— Resources and Leadership

- Significantly enhance the quality and functionality of the university's knowledge based resources, particularly its libraries and information technology.
- Successfully complete a capital campaign of at least \$600 million with a particular focus on endowment growth.
- Maintain a strong financial position relative to peer institutions.

Measures of Performance

The following are illustrative examples of measures that will be used to gauge progress towards achievement of objectives and priorities.

Strategic Priority 1 - People

- Competitiveness of faculty and staff compensation packages
- Number of endowed professorships and chairs university-wide
- Minority representation among faculty, staff and students

Strategic Priority 2— Education and Research

- Student quality indicators such as standardized test scores; high-school ranking; application, yield and acceptance rates; and retention and graduation rates
- National ranking of research quality and research funding
- Per capita federal research and development expenditures

Strategic Priority 3— Community

- Satisfaction with campus environment and residential experience
- Faculty, staff and student involvement in community activities
- Alumni feedback on university communications and responsiveness

Strategic Priority 4— Resources and Leadership

- National ranking of library collections
- Quantity and quality of technology-enabled teaching facilities
- Financial indicators, such as endowment to operating ratio and ratio of unrestricted giving to operating budget
- Alumni annual giving levels

Slide 1

**INSTITUTIONAL
ADVANCEMENT REPORT**

TAA BOARD MEETING

SATURDAY, FEBRUARY 10, 2001

Slide 4

The number of donors of
new gifts and pledges
has increased by

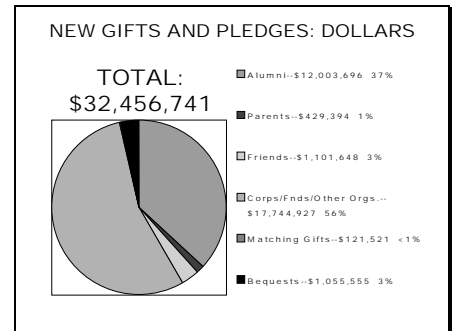
4.3%

Slide 2

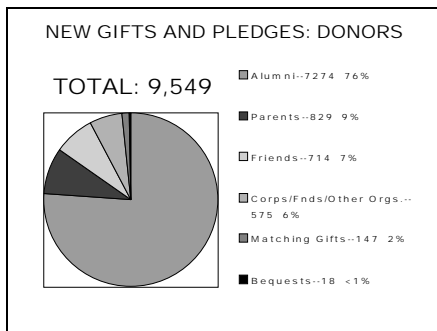
**Fundraising
Report**

FY 2000-01 (July 1, 2000—Jan. 31, 2001)

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Slide 3



Slide 6

The dollar amount of
new gifts and pledges
has decreased

23.7%

Slide 7

Despite the \$18M Wall bequest, we are down only \$10M. If we discarded the bequest, we would actually be up

32.4%

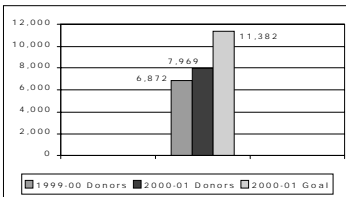
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CAMPAIGN
With a tentative goal of \$650 million, to date we have raised 24.2% or

\$157 million

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ANNUAL FUND: DONORS



As of 1/31/01, we are UP 16% over last year and we are already at 70% of this year's goal.

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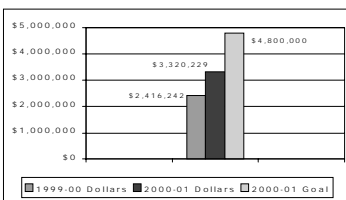
Campaign Timetable

(Fiscal Years — July 1, 1998 to June 30, 2008)

CAMPAIGN YEARS	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Scott Cowen Arrives										
PREPARATION										
ID Prospects										
Screening & Rating										
Marketing Study										
Develop Plan (Internal)										
Hire and Organize Staff										
Formulate Case Statement and Table of Needs										
Develop Integrated Plan: PR-Marketing-Communications										
Recruit Volunteer Leaders										
QUIET PHASE										
Secure Lead Gifts										
Set Final Goal										
Prepare Campaign Materials										
PUBLIC PHASE										
Kick-off/Public Announcement										
Conduct Regional Kickoffs in Key Cities										
Complete Successful Campaign										

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ANNUAL FUND: DOLLARS



As of 1/31/01, we are UP 37.4% over last year and we are already at 69.2% of this year's goal.

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MARKETING & BRANDING

Lapham/Miller Consultants

- Raise visibility and positive awareness of Tulane locally, regionally, and nationally by
- Evaluating existing communication vehicles and comparing internal perceptions of the University with external ones in order to
- Develop a distinctive Tulane "brand" so we can speak with one voice about our position, role, and vision for the future

February 10, 2001

SUBJECT: Report from the Office of Alumni Affairs
TO: Tulane Alumni Association Board of Directors

Some of what you read here is a repeat of information from the January report to the Executive Committee. There are several ongoing projects in various stages, so I will continue to mention them and give you their status.

❖ **Tulane Alumni Association (TAA) Board Liaison**

-- The contract for an **alumni print directory** has been signed. The **online alumni community** contract is still being discussed. The major issue currently is one of the university's liability for products sold through the e-commerce shopping mall. Discussions continue among the General Counsel's office, the Alumni Affairs office, and Publishing Concepts, Inc. For the print directory, I am working with the Communications and Electronic Resources Committee on the survey form and the letters that will go to all alumni, as well as the introduction and design.

-- The TAA Awards Committee has received many qualified last minute nominations from external sources for the **alumni awards** that will be presented at the Awards Banquet at the Audubon Tea Room on May 6th. Nominations closed on January 19th. Several nominations have come in from within the university, also. By the time you read this, the Awards Committee should have selected all the awardees and the Awards Committee Chair, Stanley Cohn, will be announcing them at the Board meeting.

❖ **Student / Alumni Cultivation and Outreach**

-- The monthly counts table showing Tulane Club and other volunteer **activities** for January and February, 2001 will be included in the March report to the Executive Committee.

-- Letters are going out to possible honorary and working chairs for the newly forming **Louisiana Council**. As I reported last month, this council will include representatives from the six Louisiana Hometown Tour cities, plus New Orleans. The first meeting will be held on April 11th, culminating in a reception at the Tulane/LSU baseball game at Zephyr Field. The TAA New Orleans Club will host. Tulane Club Presidents in five of the seven cities will be asked to serve on the Louisiana Council as Alumni representatives. For the two cities without active clubs (Lake Charles and Shreveport), the Council organizers will be asking volunteers from the Louisiana Hometown tour host committees. A copy of the Louisiana Council proposed structure is attached.

-- The Medical School formed the **Tulane Legislative Advocacy Network** in 1996 for concerned and politically connected alumni to lobby on behalf of continued funding for Charity Hospital. The network is now being expanded to include alumni who are willing and able to make connections and express opinions with Louisiana legislators when appropriate. As with the Louisiana Council, this expanding network is a follow-up to the Louisiana Hometown Tour. On April 17th, Tulane will host the second annual Tulane Day at the Capitol in Baton Rouge.

-- Several **new materials** have been developed for current and future alumni. You are seeing the Alumni Association membership cards and the post-it notes today. (We are already getting calls and visits from alumni requesting the cards). There is also a three-fold brochure in the printer-bidding stage. It will be distributed far and wide to entering students at orientation, graduates, board members, clubs, and other organizations at Tulane. **Sonya Willis** deserves huge kudos for her innovation and design expertise in putting these things together.

❖ **Revenue Enhancement**

-- I have put together a **proposed budget** for the Office of Alumni Affairs, including fund allocation for the Alumni Association activities. On June 30, 2002, the office will no longer be receiving the \$400,000 portion of the \$2,000,000 affinity card five-year agreement. This \$400,000 represents about half of the office's annual expenditures and covers the allocation for TAA activities. Eric Weimers, Rich Schmidt, John Williams, Jane Bickford and I will continue our dialogue about how to address this future revenue loss. Interestingly, in putting the paper together, I did research which showed that, of the alumni who attended TAA-related events in 2000 (35+ in attendance), 57% give money to Tulane. This is almost

twice the national average and shows, I think, that there is a definite connection between non-development outreach and annual giving.

-- **Meyer and Associates**, our affinity insurance provider, is working to expand its program to include automobile, dormitory and renters, homeowners, extended term life, and long term care insurance. In addition, Liz Guillory is meeting with representatives from **North American Van Lines** and from a **pharmaceutical** affinity provider.

❖ **University / Alumni Affairs Office**

-- **Bill Vandivort** has moved, effective February 1st, from Alumni Affairs Assistant to Senior Program Coordinator and **Annemarie Guillory** has moved from part-time student worker to full-time Alumni Affairs Assistant. Annemarie has assumed all of Bill's responsibilities including events coordination with Gibson Hall, and has kept her letter writing duties. We have a new work-study student named **Paige Miles** who is in the office 25 hours a week. (Work-study means no cost to us!).

-- During January 7-9, I attended a meeting of the newly formed **Private Colleges and Universities Alumni Directors** group (PCUAD, pronounced pequod). Composed so far of 23 members, the group represents schools with an alumni base of 50,000 – 200,000, an alumni relations staff of 5-15, and a budget of \$.5 - \$1.5 million. It was an affirming and confirming meeting. We discussed many things, including generational marketing and programming, trends in alumni relations, alumni directories, corporate sponsorships, and alumni clubs. Tulane differs in its approach to corporate sponsorships (we do none of that) and alumni clubs (programs at other schools are non-existent or waning while ours are on the upswing). PCUAD will meet again in July.

-- Steve Martin, Associate VP for Institutional Advancement recently announced that **Scott Somerville** is assuming the position of Director of Major Gifts. Most recently, Scott worked in development in the Business School. **Luann Dozier** has moved from Major Gifts to head the newly created Leadership Gifts section.

Please let me know if you have any questions.

Respectfully submitted,

Charlotte Travieso
Interim Director, Office of Alumni Affairs

ALUMNI AFFAIRS / CONTACT ESTIMATES

FY2001

EVENT	Jan-01	Feb-01	Mar-01	Apr-01	May-01
Alumni Travel	20	35			
Club Events**	201	1233			
Theater Weekends / Previews		70			
TAA Board Meetings		40			
Other Meetings With Volunteers***	124	104			
Congratulatory/Condolence Letters	42	35			
Events at Alumni House	150	209			
Address Request Letters	89	65			
Education Conference Mailing	32,334				
Education Conference		350			
TOTAL	32,960	2,141	0	0	0

** January: Atlanta, Chicago, Cincinnati, Houston, Kansas City, Los Angeles, New Orleans, New York, San Diego, San Francisco, Seattle, South Florida

** February: Acadiana, Albuquerque, Atlanta, Boston, Chicago, Dallas, Houston, Jacksonville, Kansas City, Los Angeles, Louisville, New Orleans, New York, Orange County, Puerto Rico, St. Louis, San Diego, San Francisco, South Florida

*** SAA Advisors, SAA Budget meeting, SAA Executive Committee meeting, Homecoming/ Reunion Committee meeting, TAA Committees (Executive, Finance, Marketing, Electronics, Nominating, Awards) Reunion Committee meeting

Homecoming and Reunions Task Force

Mid-Year Report to TAA Board Meeting

February 10,2001

Purpose of Task Force

1. Evaluate existing homecoming and reunion programs to identify strengths and weaknesses.
2. Investigate homecoming and reunion activities at peer institutions to identify usable ideas.
3. Work with Alumni Affairs staff to implement improvements in these programs to enhance alumni participation.

Members of Task Force

Patricia Greene
Dale Little
Tommy Meehan
Laurie Orgeron
Stephen Slattery
Tom Wicker

Existing Homecoming Programs around the University

President's Reception: Held at #2 Audubon Place, President Cowen hosted a Thursday evening reception for graduates celebrating their 50, 55, 60, 65, 70 and 75 year reunions along with the membership of the Associates.

Emeritus Club: Held joint reunion with Tulane College and Dean's Breakfast in addition to the Saturday Luncheon prior to the football game. Members invited to Superdome suite during the game.

Law School: Alumni cocktail party at school offering complimentary food and drink on Friday evening. Wide range of graduating years present with great camaraderie. In addition, the Law School holds reunions during the Thanksgiving season as well as during Commencement and Homecoming. Reunions are organized and driven by interested alumni with assistance from Ellen Briere.

Medical School: Presents an active homecoming weekend with events including CEU providing seminars, Friday night class dinners, Saturday tours and cocktail receptions, followed by a Sunday Brunch. This year's events were held during the 'original' Homecoming weekend, which was one week after the Homecoming football game was played.

School of Public Health: Holds a reception for alumni at Homecoming

Newcomb: Holds the "Under the Oaks" event for all on Friday followed by the awards banquet on Friday night. The Saturday events are planned together by the class agents and the Newcomb Alumni Office.

Engineering: Society of Tulane Engineers holds its Annual Jazz Brunch and election of Officers prior to the Football Game. This is also the annual meeting for the group. Two (2) awards are presented to outstanding alumni. The School does not schedule reunions; they are class/alumni driven with assistance from the Dean's office.

Architecture: Hosted an Open House and a reception. There is no budget and little planning was done.

Tulane College: A Luncheon and Career Panel was organized as well as reunion events for the 5, 10, 40, and 45year reunion classes. They are trying to build with the Newcomb formula as a model.

Newcomb College, Medical School and the Emeritus Club are the most successful in terms of traditional activities and attendance revolving around Homecoming. These require interested alumni and planning that can best be done when the date of Homecoming is known far enough in advance.

Homecoming strengths

- Alumni representatives already in place at the schools to work with alumni interested in doing Homecoming activities
- The New Orleans draw works in our favor-leverage what the city has to offer with what we can offer as a university community
- Bright spots are present where tradition is important (others can learn from them)
- Newcomb class agent program works and could be copied
- Diverse student body/alumni offers opportunities for unique programming (an International Homecoming)
- President Cowen walks the walk when it comes to Homecoming activities

Homecoming weaknesses

- Increased participation from alumni members including board needed
- The university in the City of Jazz has no band to make noise and generate excitement.
- Date of HC unknown in advance / subject to change which cripples planning (Note that most professional societies and conferences are booked several years out into the future)
- We do not have the athletics tradition to rally around yet (Big game day tailgating, etc. atmosphere)
- 80% of students from out of state / will not return regularly for HC
- International students don't do football that much
- The New Orleans draw works against us; we compete with city in terms of hotels and reservations and attractions
- Students do not know the responsibilities of being an alum; We have 4 years to show them while they are here from Orientation to Commencement
- Each school does its own thing; should we have a University wide component to HC?
- Lack of family activities
- Lack of educational opportunities
- Most schools do not offer Continuing Education Credit programs during Homecoming
- Greek system is not active at football games as they used to be.
- Lack of interested alums to put something together
- Students do not have the love, affection and enthusiasm for Tulane that they should.

Reunions

Reunions are now held on a per school basis scattered throughout the year. Some are held during Homecoming, others during Jazz Fest, while others can occur at just about any time. Alumni drive planning with the assistance of staff located within the different schools. Our Alumni House staff does not do reunions and typically forwards inquiries that are reunion related to the appropriate schools. Do our alumni even know that staff members are located within their respective schools ready to assist with planning their reunion events? The upshot is that a group of alumni friends decide that they want to do a reunion, they organize it, and they have it.

Alumni involvement is critical. There are too many who wait for something to be organized by someone else. This makes for a long wait. Alumni always respond better to a call to action when a former classmate contacts them and stirs up an interest. It is for this reason that the Newcomb Class Agent program is so attractive and has shown success.

In benchmarking with other universities we learned that Stanford has its reunions around activities other than football and that classmates must lead the planning. Popular activities are organized including educational seminars, receptions to see old professors and/or showcase famous and successful alumni, and programs that encourage families to bring their children. We feel as though more family participation at Homecoming would increase attendance at reunion events.

Duke University has a very active Homecoming schedule in the fall, but in reality, revels in the basketball atmosphere. Their reunions are typically five-year events where adjacent class years get together. The thought is that students probably had some friends that are a bit older and some a bit younger. They bring them all together. Events are geared toward the selected age groups. As an example, recent graduates have done whitewater rafting reunion trips in North Carolina and young family alumni have organized theme park reunion visits.

Georgetown University has done trolley tours of D.C. as part of their Homecoming festivities. A practitioner of a campus wide reunion, a large family BBQ is arranged complete with food, bands, carnival rides and campus tours. The Admissions Dept. gives seminars to cultivate additional student interest, there are alumni/student networking brunches as well as a tennis tournament and various lectures.

At the University of Louisiana-Lafayette, there are Alumni and student Homecoming committees. Homecoming week begins with a kick-off party on the Monday; paint the town red event, golf and tennis tournaments, a road race, parade, and several open houses. The whole program ends with a large fireworks show. Alums are given a skybox for the football game. University staff plays an extremely limited role in organizing and planning reunion activities.

Preliminary Findings

We have learned that successful Homecoming and Reunion programming is only possible when alumni have a love for and an enthusiasm for Tulane University and see a value to be gained by participation. That value can be of a social, educational, recreational, family, or a competitive nature. We feel that the needs of alumni as they progress through their careers and their lives change. While we do not have the big football event complete with thousands of alumni within driving distance, we do have a great city and a diverse, talented alumni base with which value providing programming can be developed.

Providing educational and recreational activities with families in mind utilizing both on campus and off campus sites appear to have merit. New Orleans' charm and wealth of activities can be leveraged into the programs.

Alumni participation is very low. Many see coming to a Tulane Homecoming and a Tulane reunion as really an opportunity to party in New Orleans. Our challenge is to put the Tulane part back into the party. Students must be taught that it is more than paying the tuition, getting the degree and moving on. We must teach the students very early about what it costs to educate them and that their degree will be with them forever. Supporting the University and the activities of the TAA are means to continually build the value of the degree, which in turn attracts top students. Thereby the cycle becomes complete.

**Tulane Alumni Association
Officer & Director Nominations
For the Term Beginning July 2001**

The 2000 Nominating Committee has nominated officers to serve during the 2001 - 2002 term. These nominees will be voted into office at the February 10th board meeting. The committee will then present its slate of Directors to the TAA Board for approval at the upcoming spring meeting scheduled for May 5, 2001. Committee members included Chair, Rich Schmidt, Greg Eaton, Lea Ellison, Lara Geller, Craig Mitchell, Judge Tom Wicker and Ruth Zarren-Koch. Charlotte Travieso, Interim Director Alumni Affairs, and Laurie Orgeron, staff liaison also participated.

Officers to Serve July 1, 2001, to June 30, 2002

President, Richard K. Schmidt (E '66, G '67)
President-Elect, Richardson K. Powell (A '77)
Vice President, John C. Williams (A&S '74, A '78)
Secretary/Treasurer, Jennifer J. Kottler (N '83, B '84))

Proposed Directors to serve for the 2001 — 2002 term:

Architecture, Michelle Rinehart
(A '91) (Re-elected to 2nd term)
Engineering, David Gereighty
(E '83)
Graduate School,
Position filled as an At Large slot.
Law, Craig Mitchell
(L '96) (Re-elected to 2nd term)
Newcomb, Patricia Greene
(N '68) (Re-elected to 2nd term)
Social Work, Dale Robinson Rogers
(SW '98)
University College, Peter Morreale
(UC '91)
Tulane Clubs:
Dana Ray (N '97)
Mary Lynn Hyde (N '66)
(Re-elected to 2nd term)
John Mahoney (E '72, B '75)
Stanley Cohn (A&S '78, L '81)
Stephen E. Slattery (A&S '87)
(began term in July 2000)
Sharon K. Bourgeois (N '69)
(began term in July 2000)
Burdette B. Huffman (TC '99)
(began 2nd term in July 2000 and will serve
through 6/2003 to equalize roll off of Tulane Club
Directors)

At Large:

Cam Marston (A&S '91)
(Re-elected to 2nd term)
Thomas P. Meehan (E '83)
(Re-elected to 2nd term)

Elected directors continuing in office through June 30, 2002

Business, Omer C. Davis
(E '74, B '75)

Medicine, Edward S. Lindsey
(A&S '51, M '58, G '68)

Public Health, Dr. Maurice Dale Little
(G '58, G '61)

Tulane College, St. Paul Bourgeois, IV
(A&S '69, L '72)

Tulane Clubs:

Lara Geller (N '93)
Michael T. Lockhart (E '87)
Ruth Zarren-Koch (B '88)

At Large:

Robert Kottler (B '81, B '83)
Bill Kammer (L '72)

Representative to the Tulane Board of Administrators,

Robert W. Vorhoff (E '72, B '77)

The By-laws of the Tulane Alumni Association state that other candidates may be proposed to represent any college or school provided that their names are submitted in writing to the Secretary, (Mr. John Williams), bearing the candidates signed consent and the endorsement of at least 20 alumni of the particular college or school the candidate is to represent. Other candidates for At Large or Chapter City Directorships may be proposed provided that their names are submitted in writing bearing the candidates signed consent and the endorsement of at least 50 alumni without regard to college or school affiliation of the endorsers. Written submission must be in the hands of the Secretary by March 14, 2001.

If no write in nominations are received, the candidates proposed by the Nominating Committee shall automatically be elected and will take office effective July 1, 2001.

Although alumni are invited to participate in all events, some benefits and services require the display of a membership card. Membership into the Alumni Association is automatic – and for life – and does not require a fee.

*The Tulane Alumni Association
Membership Card
can be requested by
telephone, fax or email to the
Office of Alumni Affairs*

BENEFITS & SERVICES

Travel Discounts

Car Rental

- Alamo, 1-800-882-5266 - Rate code is 67016BX.
- Avis, 1-800-331-1212 - Rate code is A476190.
- Budget, 1- 800-455-2848 - Rate code is T-172700

Hotel

- Clarion Grand Boutique Hotel: 800/976-1755 (Star Club #540)
- Landmark French Quarter Hotel: 800/535-7862

Shopping Discounts

Tulane Computing Center (UC) - (504) 862-8059

- Educational Discount
- Major computer equipment & Accessories)

CompUSA Tulane Technical Service Center- (504) 862-888

- Discounted labor rates
- Software support

Alumni Logo Shop

- 10% discount on all merchandise

Insurance Services

Meyer & Associates 1-800-635-7801

Short Term Medical Insurance

- New graduates who are no longer on their parent's medical insurance
- Alumni who are between jobs or whose employer sponsored coverage does not begin immediately
- Alumni left without coverage by the death or divorce of a spouse

Life Insurance

- \$5,000 of term life insurance free to Tulane graduating seniors for one year
- Ability to buy coverage at discount rates from \$25, 000 to \$500, 000

Career & Educational Services

Tulane University Career Services Center

- Job Listing and Resume Referral
- Career Counseling and Critiquing Service
- Career Networking Receptions

- Call (504) 865-5107 or visit the CSC on the web at <http://www.careers.tulane.edu/alumni/>

Skill Search

- National Networking services
- Gathers and maintains individual profiles in a database
- Discounted fee of \$65.00 (normally \$89.00)
- Percentage of your fee is contributed to support alumni programs
- Call 1-800-258-6641 or click on to <http://tulane.careerhighway.com/>

Kaplan Education Centers

- 10% discounts on all courses offered by Kaplan to you and your family member
- Kaplan offers personalized training for standardized tests including the GRE, GMAT, LSAT, MCAT, SAT and ACT.
- Call Kaplan at 1-800-KAP-TEST or <http://www.kaplan.com/>

Affinity Card

Tulane University Visa Card - 1-877-533-9656

- Sponsored by First USA
- No annual fee
- Competitive annual percentage rate
- A percentage of every purchase goes to support alumni programs and activities

Library Privileges

Howard Tilton Library & Architecture Library - (504) 865-5605

- Cost of subscriber card is \$ 50.00 a semester
- Allows alumni to check out general circulating materials
- Alumni card must be presented

Athletic Facilities

Reilly Center - (504) 865-5431

- Discounted rates for individual or family membership
- Visiting alumni may have a one day use of Reilly facilities for a charge of \$5.00 Alumni card must be presented

Other Services

- Permanent E-Mail Forwarding
- Alumni Locator
- Affiliate membership in the Cornell Club of New York
- Invitations to special University events
- Alumni Travel Program call 1-877-4-TULANE and ask for Alison Walsh or check the website at <http://alumni.tulane.edu/marketing/travel/index.html>

Future Services & Benefits

North American Van Lines - Relocation Services

- One Contact person - Home -To-Home Service
- 59% discount on interstate moves except for third part services
- Up to 45% discount for Storage-In-Transit, pick-up and delivery
- Shipment Tracking
- Change of Address Services
- No cost insurance coverage of \$50,000 per shipment

- Assistance with obtaining the best rates for intra-state and international moves
- 2% revenue of each individual invoice will be received to sponsor alumni programs and activities

Auto & Homeowners Insurance

- Will be underwritten by Liberty Mutual
- 15% savings to alumni
- Projected date of availability: Spring 2001
- Revenue will be received to sponsor alumni programs and activities; percentage is not known yet.

Long Term Care Insurance

- Projected date of availability: Winter 2001
- Meyer & Associates, the administrator of Tulane's Alumni Insurance Programs are evaluating the following companies to underwrite the program
 - 1) John Hancock
 - 2) Hartford
 - 3) New York Life
- LTC is expensive and negotiation are in progress to get a alumni discount

Pharmacy Program

- Discount Card will be free to all alumni with a TAA Membership Card
- 20% - 25% discount off retail cost of brand name drugs
- 50% discount off retail cost of Generic drugs
- Extensive Network Pharmacy List: Wal-Mart, Sam's Club, Walgreen, Eckerd Drugs and K-Mart and many more thru out the United States

*Marketing Strategy Meeting
Meyer & Associates
November 2000
Summary of Long Term Care Seminar*

LONG TERM CARE

Insurance Companies:

Insurance Company reputation and rating are very important.

Need to be aware of an insurance company's record of price increases:

- There is no guarantee that rates will not increase after purchasing coverage.
- Some companies apply increases to all existing policies.
- Some companies apply increases to only new policies.

Underwriting Standards

- if lenient - more people are eligible but prices are higher
- if strict - fewer people are eligible but prices are lower.

Would endeavor to negotiate an Association discount.

Product Information:

Long Term Care is a heavily regulated product.

Major Coverages/Features:

Nursing Home Care:

- Purchase cost per day (rates vary dramatically from state to state)
- Important to purchase inflation increase protection
- How long do benefits last?
2 years, 5 years, 10 years, lifetime
- Average stay in nursing home is 2.5 years
- One out of two people will need nursing home care in their lives

Assisted Living

Home Care: Many policies now offer amounts equal to nursing home care.

There are dozens of other features, all of which need to be analyzed and compared. No two companies offer the same exact features in the same exact combination.

Some Items to Consider Before Sponsoring LTC:

- Excellent service to mid-age and older alumni, who may purchase for themselves or for their parents
- Income to the Association may be limited, at least in the early stages
- Need to attract the right people (still healthy with financial means to purchase)
- Need to educate people on the product:
 - They don't know if they need LTC.
 - Product is complex.
 - Numerous enhancements make it difficult to compare one product to another
- Product is expensive
- Difficult to describe via mail.

Ways to Market LTC:

- Educational Seminars (costly)
- Mailing only
- Mailing with a telephone follow up by an agent
- Mailing with an agent follow-up visit

Communications and Electronic Resource Committee

The Committee has several ongoing projects this year, one of which has been initiated.

Beginning January 2001, the first TAA eNewsletter was mailed out to all alumni signed up for the TAA listservs. The purpose of the monthly newsletter is to succinctly inform the alumni, in one single mailing, about TAA events and activities as well as highlight events and facts about Tulane. More importantly, we wanted the eNewsletter to be a sort of teaser, which would encourage alumni to click on the associated web addresses and read more. Most entries will have a web address associated with one of Tulane's web sites, encouraging alumni to read further and to become familiar with navigating Tulane's various web pages. It is anticipated that the eNewsletter will be our way of communicating with Alumni on an ongoing basis, bringing them to embrace web sites of Tulane, TAA, Athletics etc. We've had very complimentary feedback from alumni for this project thus far. By the way, thanks to Ann Farmer for planting the seed for this newsletter.

The TAA web site is in serious need of a "make over" and your committee has been at work, albeit slow, in initiation this effort, without monetary expenditure. We've been offered assistance from Debbie Grant's office, which Jenny will gladly accept. Perhaps there will be something to show at the Board meeting, but if not, you'll be informed via our eNewsletter when the site has been revamped. Suggestions are always welcomed, and should be directed to stpaulbourgeois@tulanealumni.net.

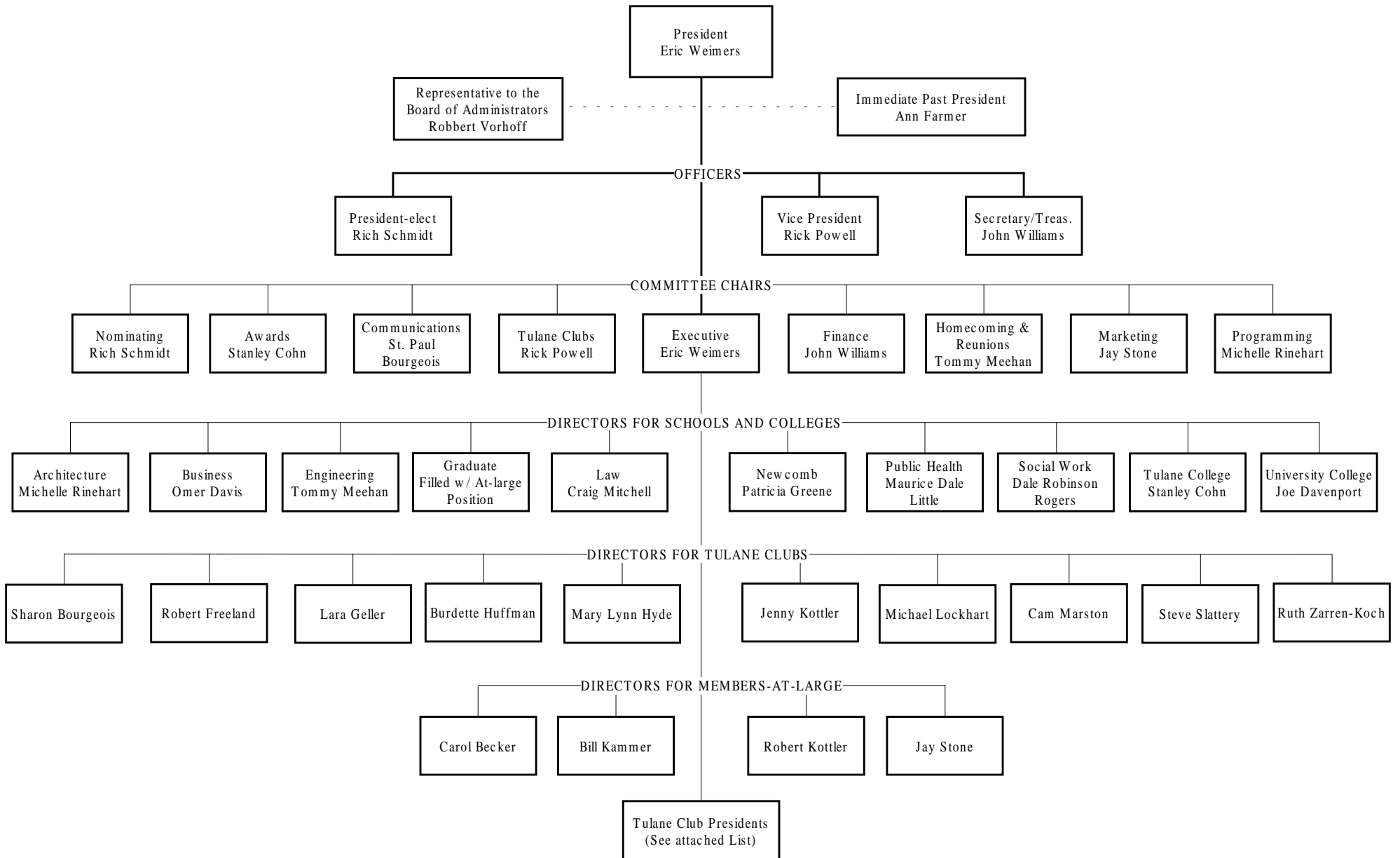
Over the past several months, the committee fortunately has not been required to tackle the "virus" problem on the listservs as we faced at the beginning of the calendar year. We encourage all members to activate virus protection software on their computer AND more importantly, to keep up to date, the virus definitions which are the real protection against invasion.

I am happy to report that Tulane has signed a contract with PCI to complete a printed directory for Tulane. This will cause a questionnaire to go out to all alumni, updating their personal information, which in turn will update the ADIS database of alumni names, addresses, etc. By the time of the Board meeting, Tulane and PCI will likely have inked an agreement concerning the TAA web modules we discussed earlier. This will place online the alumni information currently in the ADIS database along with any update thereto. It will also offer expanded services to the Tulane alumni at the TAA web site.

Your committee has recommended to the executive committee that the Alumni Affairs staff use Adobe Acrobat as the standard way of distributing material to the Board and committees. This was a policy adopted two years ago by the predecessor committee, and approved by the Board, but not fully implemented. Acrobat saves time and paper by including all documents in one self-contained cross platform package. It avoids faxing material, which is a costly endeavor, and allows documents to be distributed with a single mailing. A demo of how to install and use the software, which is free, will be provided at the Board meeting. Please assist the staff in implementing this standard and DON'T be afraid to ask for assistance, if needed. Naturally, electronic documents, which are distributed for the purpose of being edited and returned, will not be placed in this format.

St Paul Bourgeois, IV
Chairman

TULANE ALUMNI ASSOCIATION ORGANIZATIONAL CHART 2000-2001



Tulane Club Presidents

Alabama

Birmingham Club President	Glenn Goedecke
Mobile Club President	Kathy Frater

California

Los Angeles Club Co-President	Nathan Schwam
Los Angeles Club Co-President	David Zalkind
Orange County Club President	April Swan
San Diego Club President	Mary Lynn Hyde
San Francisco Club Co-President	Patricia Greene
San Francisco Club Co-President	Cynthia Hogan

Florida

Gold Coast Club Co-President	Julianne Frank
Goldcoast Club Co-President	Jon Blehar
Jacksonville Club President	John Mahoney
Orlando Club President	Greg Fencik
South Florida Club President	Lara Geller
Tampa Club President	Matt Sandler

Georgia

Atlanta Club President	Steven Kirson
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Illinois

Chicago Club Co-President	Kathy Brands
Chicago Club Co-President	Jeremy Phifer

Kentucky

Louisville Club President	Sarah Jernigan
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Louisiana

"Acadiana" Club Co-President	St. Paul Bourgeois
"Acadiana" Club Co-President	Sharon Bourgeois
Alexandria Club President	Richard Crowell
Baton Rouge Club President	Willie Parns
Lake Charles Club President	Jimmy Nieset
Monroe Club Co-President	Deirdre McGlinchey Moffett
Monroe Club Co-President	Hal Moffett
New Orleans Club President	Stanley Cohn

Massachusetts

Boston Club President	Michelle Mooney
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New Mexico

Albuquerque Club President	Harry Asmussen
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New York

New York Club Co-President	Andrea Kann
New York Club Co-President	Dan O'Connor

North Carolina

Charlotte Club President	Hollie Larsen
Raleigh Club President	Stephanie Mansur

Ohio

Cincinnati Club President	Lonny Elfenbein
Cleveland Club President	Ann Chirinko

Oklahoma

Tulsa Club Co-President	Vicki Forbes
Tulsa Club Co-President	Paul Prather

Pennsylvania

Philadelphia Club President	Meredith Punt
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Puerto Rico

Puerto Rico Club President	Frank Pola
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Taiwan

Taiwan Club President	Day-Yang Liu
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Tennessee

Memphis Club Co-President	Jonathan Turner
Nashville Club President	Amy Walia

Texas

Austin Club President	Diane Stapley
Dallas Club President	David Kleiman
Houston Club Co-President	Neil Kelly
Houston Club President	Sallye Wolf
San Antonio Club Co-President	Jaime Garza
San Antonio Club Co-President	Dana Ray

Utah

Salt Lake City Club President	Melissa Barbanell
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Washington

Mississippi

Jackson Club President Lee Smithson

Missouri

Kansas City Club President Rick Powell
St. Louis Club President Ruth Zarren-Koch

Seattle/Tacoma Club President Melissa Patterson

Washington, DC

Washington, DC Club Co-President Paula Buchanan
Washington, DC Club Co-President Steve Slattery