

TULANE ALUMNI ASSOCIATION

Minutes

Regular Meeting of the Board of Directors

Saturday, October 14, 2000

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

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

In addition, the following Directors were present, constituting a quorum: St. Paul Bourgeois – Tulane College; Joe Davenport – University College; Omer C. Davis – Business; Robert Freeland – Tulane Clubs; Lara Geller – Tulane Clubs; Mary Lynn Hyde – Tulane Clubs; Bill Kammer – Members-At-Large; Robert Kottler – Members-At-Large; Dale Little – Public Health; Michael Lockhart – Tulane Clubs; Cam Marston – Tulane Clubs; Tommy Meehan – Engineering; Craig Mitchell – Law; Deborah Poitevent – Social Work; Michelle Rinehart – Architecture; and Ruth Zarren-Koch – Tulane Clubs. The following Directors were absent: Carol Becker – Members-At-Large; Patricia Greene – Newcomb; Jenny Kottler – Tulane Clubs; Edward S. Lindsey, MD – Medicine; 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: Jon Blehar – Gold Coast, FL; Sharon Bourgeois – Acadiana, LA; Lonny Elfenbein – Cincinnati, OH; Burdette Huffman – Baton Rouge, LA; Steve Kirson - Atlanta, GA; John Mahoney – Jacksonville, FL; Stephanie Mansur – Raleigh, NC; Dan O’Connor – New York, NY; Willie Parms – Baton Rouge; Dana Ray – San Antonio, TX; Steve Slattery – Washington, DC; Diane Stapley – Austin, TX; Sallye Wolf – Houston, TX; and David Zalkind – Los Angeles.

Also present were the following past presidents: Robert Acomb, past president and immediate past Representative to the Tulane Board of Administrators; Greg Eaton – past president; Grady Hurley, past president; and Bob Vorhoff, Past president and Representative to the Tulane Board of Administrators.

The following Constituent Group Presidents were present: Simeon Wildman – Associated Student Body.

The following guests were present: Jane Bickford, Vice President for Institutional Advancement; Nancy Craze, and Claudette Schmidt.

Also present were Alumni Affairs staff members, Walt Cody, Liz Guillory, Charlotte Travieso, Suzanne Valtierra, 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.

Mr. Weimers introduced John Williams, Finance Committee Chair who reviewed the proposed budget for FY01(See attached). There was discussion as to ways to pare down future expenditures and to increase university funding of TAA. Rich Schmidt announced that he would work with Eric Weimers and Charlotte Travieso, Interim Director of Alumni Affairs, to plan the future of TAA funding and the relationship that TAA would have with the university. After further discussion, upon motion duly made and seconded, the following resolution was unanimously adopted:

RESOLVED, that the proposed Tulane Alumni Association budget for fiscal year 2001 is approved as written, to become effective immediately.

The issue of whether to enact membership dues for TAA, as a method of increasing funding, was brought up. After further discussion, the following resolution was adopted:

RESOLVED, the issue of dues enactment for TAA is tabled until further notice, pending further research.

John Williams reviewed the proposed Policy for Board Meeting Travel Reimbursements (See attached). There was discussion as to other items regarding that policy that should be looked into at a later date. After further discussion, upon motion duly made and seconded, the following resolution was unanimously adopted:

RESOLVED, that the proposed Policy for Board Meeting Travel Reimbursements is approved as written, to become effective immediately.

Eric Weimers introduced Charlotte Travieso, Interim 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).

Robert Acomb, immediate past Representative to the Tulane Board of Administrators, was presented an award by the TAA for his service in this position from 1996-2000.

Eric Weimers reported that he had attended the Tulane Board of Administrators meeting on October 12, 2000. He shared the following highlights from that meeting:

- The current freshman class, consisting of 1593 students, has an average SAT score of 1295. The percentage of these freshmen that are Louisiana residents is up 16% from last year.
- The Tulane Medical Center has changed its name. It is now called the Tulane Health Sciences Center.
- The Board of Administrators is currently working to determine the historic value of the campus observatory to establish whether it is worth saving when they start their new building project on that site.

Eric Weimers reported on the status of the 501(c)(3) Federal Tax Exempt application and TAA's tax status. He stated that the Tulane Alumni Association has decided to remain an independently chartered corporation, and that the application for Federal Tax Exempt status (form 501(c)(3)) should be

ready for submission next week. He added that the TAA would be discussing their long-term finances with the university.

Eric Weimers stated that he is working with Paula Buchanan, Washington, DC Tulane Club Co-President, to establish a Tulane National Volunteerism Day in October 2001. This would be a day when Tulane Alumni across America could all participate in community service projects in their area.

Cam Marston, Tulane Club Committee Chair, reported that he Tulane Club Presidents met on Friday, October 13, 2000. He stated that the meeting was well attended and focused on event execution. There was discussion on what was involved in starting up a new Tulane Club and how many were anticipated to start up this year.

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

- Dean Sherman of the Law School will be retiring at the end of this academic year. His position is one of many vacancies at this time. Search committees are ongoing to fill vacancies throughout the university.
- The university is working on solutions to the parking problem on campus.
- The university has passed a new sexual harassment policy.
- The school of Social Work has increased tuition.
- The Board of Administrators has extended benefits to same sex couples.

Michelle Rinehart, Programming Committee Chair, reported on scheduling for Board Meetings for the rest of 2000-2001 (See attached).

Stanley Cohn, Awards Committee Chair, reported on the scheduling and events associated the Awards presentations in May 2001 (See attached).

Eric Weimers explained the situation with the changes in the Homecoming football game schedule. There was discussion about this situation, the repercussions thereof, and what action should be taken by the TAA on this matter, if any. After further discussion, the following resolution was adopted:

RESOLVED that the Homecoming / Reunion Task Force will look into ways of preventing these types of schedule changes in the future.

Charlotte Travieso reported that there is a new alumni organization on campus, Black Alumni Network of Tulane University (BANTU). BANTU's goal is to raise scholarship money and increase the number of African American students at Tulane. Charlotte encouraged TAA to work closely with BANTU to accomplish great things.

The next meeting of the Tulane Alumni Association Board of Directors will be held on February 10, 2001 at 2:30 p.m.

There being no further business before the meeting, it was, on motion duly made and seconded, adjourned at 10:30 p.m.

Finance Committee Report
Tulane Alumni Association
Friday, October 13, 2000

1. The Finance Committee has approved the attached reimbursement policy.
2. The Finance Committee has approved, after some discussion, the budget for the fiscal year 2000-2001. This budget was subsequently approved by the TAA Executive Committee and is respectfully presented to the full Board. (See budget attached.)
3. John Williams, chairman of the Finance Committee, met with the Tulane Club Committee regarding financial issues and will report on this meeting at the TAA Board meeting.
4. The Finance Committee will be working on the following items at its next meeting:
 - Revenue Sources
 - 100% Giving from TAA members
 - 2001-2002 Budget requirements and negotiating additional funds from the University.

The next meeting of the Tulane Alumni Association Finance Committee will be held on November 9, 2000 at 4 PM CST.

Respectfully submitted by John Williams

TAA BUDGET FOR FISCAL YEAR 2000-2001

| <i>Committee</i> | | <i>Proposed Budget FY 01</i> |
|---|---|---|
| AWARDS COMMITTEE | | <i>\$11,500</i> |
| TULANE CLUB COMMITTEE | | |
| Committee Functions (Conf. Calls, reimbursements, etc.) | <i>\$20,000</i> | |
| Tulane Club Cities (See attachment for breakdown among cities) | <u><i>\$72,244.69</i></u> | |
| | | <i>\$92,244.69</i> |
| COMMUNICATIONS COMMITTEE | | <i>\$5500</i> |
| DISCRETIONARY/CONTINGENCY FUND | | <i>\$14,500</i> |
| EXECUTIVE COMMITTEE | | <i>\$12,000</i> |
| FINANCE COMMITTEE | | <i>\$1000</i> |
| HOMECOMING & REUNIONS | | <i>\$2700</i> |
| MARKETING COMMITTEE | | <i>\$5000</i> |
| NOMINATING COMMITTEE | | <i>\$500</i> |
| PROGRAMMING COMMITTEE | | <i>\$19,500</i> |
| | | |
| <i>TOTALS</i> | | <i>\$164,444.69</i> |
| | | |
| Original Amount \$145,000. + ROLLOVER amount = Total Budgeted for subsequent year | <i>\$145,000.00</i> <u><i>\$19,444.69*</i></u> | <i>\$164,444.69</i> |

*per Tulane University Accounting Office

TULANE CLUB BUDGETS

| CITY | FY01 Budget (2.5 times mailing cost) |
|-------------------------|---|
| Acadiana | \$1250.00 |
| Albuquerque | \$851.23 |
| Alexandria | \$550.00 |
| Atlanta | \$2125.00 |
| Austin | \$875.00 |
| Baltimore | \$875.00 |
| Baton Rouge | \$1375.00 |
| Birmingham | \$687.50 |
| Boston | \$2000.00 |
| Charlotte | \$600.00 |
| Chicago | \$1500.00 |
| Cincinnati | \$550.00 |
| Dallas | \$2187.50 |
| Gold Coast (Palm Beach) | \$1250.00 |
| Houston | \$2875.00 |
| Jackson | \$912.50 |
| Jacksonville | \$1000.00 |
| Kansas City | \$850.00 |
| Lake Charles | \$625.00 |
| Los Angeles | \$2125.00 |
| Louisville | \$600.00 |
| Memphis | \$1100.00 |
| Miscellaneous USA | \$4643.11 |
| Mobile | \$1250.00 |
| Monroe | \$875.00 |
| Nashville | \$550.00 |
| New Orleans | \$13250.00 |
| New York | \$5250.00 |
| Northshore | \$1872.85 |
| Orange County | \$1100.00 |
| Orlando | \$1100.00 |
| Philadelphia | \$1625.00 |
| Raleigh | \$475.00 |
| San Antonio | \$812.50 |
| San Diego | \$1150.00 |
| San Francisco | \$1250.00 |
| San Juan, Puerto Rico | \$550.00 |
| Seattle | \$1150.00 |
| Shreveport | \$1150.00 |
| South Florida (Miami) | \$1250.00 |
| St. Louis | \$1112.50 |
| Tampa/St. Petersburg | \$1000.00 |
| Tulsa | \$562.50 |
| Washington, DC | \$3500.00 |
| TOTAL | \$72,244.69 |

Tulane Alumni Association Policy for Board Meeting Travel Reimbursement

I. Eligibility

Tulane Club Presidents (or designated representative) and Tulane Alumni Association board members (Officers, Directors and Committee Chairs) are eligible to be reimbursed for up to \$500 per TAA Board Meeting. In order for Tulane Club Presidents to be eligible for this reimbursement, they must come from an active chapter city. Enforcement of policy and questions of eligibility are the responsibility of the President of the Tulane Alumni Association.

II. Reimbursement Policy

All reimbursements for attendance at TAA Board Meetings shall follow the guidelines set by Tulane University for Reimbursement for Travel and other Business Expenses (see attached copy of policy) in addition to the TAA Reimbursement policy.

Fiscal Policy - "The policy for reimbursement for Association funds is as follows: The reimbursement form with original receipts will be submitted to the Office of Alumni Affairs. The reimbursement form will be approved by a designated signee for the University and the treasurer for the Association. If the treasurer is unavailable or if the treasurer is requesting the reimbursement, the President is the designated signee for the Association."

III. Reimbursement Options

Reimbursements may be paid in the following ways:

1. A check for up to \$500 may be written to the individual requesting the reimbursement. In the event that the expenses total more than \$500 the individual will receive a letter documenting the amount as a donation to the University for tax purposes.
2. The individual can request that no funds are distributed and count the entire expense amount as a donation to the University, for which a letter documenting this donation will be sent.
3. The individual can request that in lieu of a check being sent, that the funds can be donated to a specific fund at Tulane on their behalf (i.e. Chapter Cities, Annual Fund, Newcomb etc...). The \$500 maximum applies to the donation to the fund, and the individual will receive a letter of donation for the entire amount donated for tax purposes.

IV. Substantiation - Compliance with the Internal Revenue Service's record-keeping requirements dictates that receipts are obtained for transportation and all other business-related expenses claimed. Original receipts are required to be submitted with reimbursement vouchers for transportation (ticket stubs), lodging (hotel and motel bills), meals, and any other expenses for which reimbursement is requested. If a credit card is used for payment, both the credit card receipt and the invoice should be submitted whenever possible.

Please do not expect to receive donation credit for any type of expense that you would not be reimbursed for. Examples of qualifying expenses are airfare (or mileage, if you drive to the

meeting), taxi fares, meals for yourself, hotel room (for nights of TAA meetings only), airport parking, car rental and gas.

Some examples of expenses that are NOT reimbursable are:

- Hotel rooms for additional nights prior or after a board meeting weekend
- Meals on days prior to or after board meeting weekends
- Tickets to festivals or events included in package hotel deals
- Local or long distance telephone calls (unless TAA related)
- Laundry and valet services
- Personal entertainment
- Fee for traveler's checks for domestic travel
- Flight or rental car insurance
- Personal alcohol consumption (Not associated with meal)
- Credit card fees
- Meals for others (unless related to TAA Business, documented by annotating receipt with participants and purpose of meal)

TULANE UNIVERSITY

Reimbursement Policy for Travel

Reimbursement for Travel and other Business Expenses - The University's policies and procedures regarding reimbursement for travel and other business expenses on authorized University business are applicable regardless of the source of funds (e.g., departmental budgets, grants, contract and other special accounts)

Reimbursement for domestic travel will be made on the basis of reasonable actual expenses. In certain instances, grants and contracts (especially governmental) have specific limitations, such as per diem allowances, which may be more restrictive than University policy. In these cases, the terms and conditions of the grant or contract must be followed.

University personnel are expected to make every effort to use the lowest available airfare accommodations. The cost of transportation tickets may be charged to the employee's tulane Business Card, personal credit card, or charged directly to the department. Reimbursed personal telephone calls will be limited to one per day.

As a general rule, when a private vehicle is used as transportation, reimbursement will be made based upon mileage at a specified rate per mile multiplied by the number of business miles substantiated, or tourist air fare whichever is less. The current mileage reimbursement rate is available from the accounting Office at 865-5371 (Uptown) and from the TMC Office of Grants and Contracts Administration at 588-5613. Reimbursement will not ordinarily be made for overnight lodging or meals en route on the assumption that the traveler can reach his or her destination by air in one day. Exceptions will be made when it can be documented that group travel by automobile results in a lower total cost to the University.

Substantiation - Compliance with the Internal Revenue Service's record-keeping requirements dictates that receipts are obtained for transportation and all other business-related expense claimed. Original receipts are required to be submitted with reimbursement vouchers for transportation (ticket stubs), lodging (hotel and motel bills), meals, and any other expenses for which reimbursement is requested. If a credit card is used for payment, both the credit card receipt and the invoice should be submitted.

Some examples of expenses that are **NOT** reimbursable are:

- Laundry and valet services
- Personal entertainment
- Fee for traveler's checks for domestic travel
- Flight insurance
- Personal alcohol consumption
- Credit card fees.

Approval - There should be written approval for all reimbursements by the person to whom the traveler/payee reports

All academic department business expense reimbursements, including travel reimbursement, should be signed by the traveler/payee and approved (i.e., signed) by the department chair, or by the Dean if the traveler/payee is the Chair of the department. Similarly, all requests for business expense reimbursement by Deans and Directors should be signed by the individual, and approved (i.e., signed) by the applicable Senior Officer to whom such individual reports relative to the purpose of the business expense.

All administrative department business expense reimbursements, including travel reimbursement, should be signed by the traveler/payee and approved (i.e., signed) by the Budget Head, or by the person to whom they report if the traveler/payee is the Budget Head. Similarly, all requests for business expense reimbursement by Vice Presidents and Vice Chancellors should be approved (i.e., signed) by the appropriate Senior Officer.

Travel Reimbursement/Business Expense Reimbursement for Non-employees - IRS regulation require the reporting of unsubstantiated business expense reimbursement as income. Therefore, if the reimbursement is not substantiated, it must be coded as a 1099-MISC reportable payment using code for Non-employee Compensation.

Advance Purchase of Tickets - The purchase of tickets more than 30 days prior to travel is discouraged unless the advance purchase results in substantial savings to Tulane. If reimbursement is requested prior to filing an expense report for the trip, the payment will be treated as an advance and charged to Accounts Receivable, as only one expense report is allowed per trip. This advance should be subtracted on the travel expense voucher when filed.

Travel Agency invoices submitted for payment are not considered advances and are treated as any other "Request for Payment" to a vendor. It is the responsibility of the person responsible for the account charged to monitor the advance payment for certification that the ticket was used for the intended purpose.

Spouse of Other Dependent Travel - No travel expenses transportation, lodging, meals, or registration fees, etc., for spouses or other persons accompanying employees on University travel will be reimbursed unless such travel significantly benefits the University and is specifically approved in writing by the traveler's Senior Officer for his or her division (or the person to whom the traveler reports if he or she is a Senior Officer). This approval must be identifiable as approval for Spousal or other dependent travel expense reimbursement. Approval to reimburse specific meals or other itemized expenses is not necessary. The reason that the University significantly benefits from the accompaniment of the spouse or other person accompanying the employee must be stated in writing.

Reimbursed travel expenses of spouses or other persons accompanying employees on travel for University purposes will be reported as taxable income to the employee unless (1) the travel of the spouse or other person is for a bona fide business purpose of Tulane University **and** (2) the expense would otherwise be deductible by the spouse or other person.

October 14, 2000

SUBJECT: Interim Director Report
TO: Tulane Alumni Association Board of Directors

Thank you for the opportunity to report to you from the Office of Alumni Affairs.

There is not much new to relate since my report to the Executive Committee on September 12, 2000 (attached). A great deal of time and energy has been spent in the office since October 3rd on the on-again-off-again-on-again time change for the Homecoming football game. Let me add what I can to the September report.

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

-- By the time you read this, I will have met twice with the General Counsel's office regarding the contract with Publishing Concepts, Inc. (PCI) for an **online alumni community**. Once this and the print directory contract are re-worked and signed, we will be moving forward rapidly. I have been keeping the Electronics, Finance, and Marketing Committee Chairs updated.

-- TAA Board President **Eric Weimers** and I have a standing Thursday morning phone appointment, which helps to keep us both abreast of what is going on with TAA and with the office.

-- The "Chapter City" designation has been changed to **Tulane Club** on the listservs.

❖ **Student / Alumni Cultivation and Outreach**

-- The monthly counts table shows Tulane Club and other volunteer **activities** for July, August, and September, 2000.

-- We have received invitations to fourteen university and college **presidential inaugurations** and have found alumni to represent Tulane at five of these. Eric Weimers will wear the blue and green at the University of Chicago's ceremony on November 2nd.

-- A new **TAA membership card** has been designed. It lists the benefits of alumni involvement and can be used from year to year.

-- I have met with Bill Brumfield (Professor, Slavic Studies), Jack Grubbs (Special Assistant), Lance Query (Dean of Libraries and Academic Information Resources) and Bill Meneray (Special Collections) about the possibilities of keynoting **educational events for Tulane Clubs**. Bill Brumfield will give his Russian architecture presentations in Kansas City and in New York.

-- "**Care package**" baskets were delivered to twelve first-year students from Kansas City from the Tulane Club of Kansas City.

❖ **Revenue Enhancement**

-- The **Alumni House** continues to be available for non-Tulane event rental. Rentals were slow during the summer months, but are picking up for the fall. We still adhere to the policy of no more than two weekend events per month for non-Tulane groups.

-- **Meyer and Associates Insurance provider** is convening client focus groups to explore the expansion of its product portfolio and its marketing strategies. Items being considered are Long

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Term Care and Auto and Homeowners Insurance. Liz Guillory will be attending one of these focus group sessions, schedule permitting.

❖ University / Alumni Affairs Office

-- We continue to work with the Office of Government Affairs on the **Louisiana Hometown Tour**, scheduled for October 23-26, visiting six Louisiana cities in three days.

-- Helping Jenny Daigle with her information systems coordinator duties is our new work-study student **Beth Israel**. Liz Guillory is being trained in back-up. Both Liz and Beth will be available during the time when Jenny is on her honeymoon (October 12 – 25).

-- **Jeff Bush**, Annual Fund Director, and I have begun bi-weekly meetings to develop a plan for alumni support of the Associates Program and the Annual Fund.

Please let me know if there are any questions.

Respectfully submitted,

Charlotte Travieso
Interim Director, Office of Alumni Affairs

**REPORT TO
THE TULANE ALUMNI ASSOCIATION BOARD OF DIRECTORS
EXECUTIVE COMMITTEE
FROM
THE INTERIM DIRECTOR, OFFICE OF ALUMNI AFFAIRS
TULANE UNIVERSITY
September 12, 2000**

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

-- The biggest news to report is the progress towards an **online alumni community** with Publishing Concepts (PCI) as the vendor provider. At a meeting on August 31st with Tulane Senior Vice-President for Administration and Planning Yvette Jones, it was decided to proceed immediately with the development of a print directory. The revenue generated from its sale will be used to hire data entry help for Development Services.

In conjunction with the print directory, four online modules will be developed: online alumni directory, alumni portal with ecommerce, payment processing, and volunteer connection. Each module costs \$7500 in the first year and \$3750 per year thereafter. The alumni portal with ecommerce module is free with the purchase of at least two other modules. There are other modules that can be added down the line if interest warrants.

St. Paul Bourgeois has been a great representative of the TAA in working on this project. He and Eric were each mailed a copy of the packet that I used in my presentation.

Contracts for the print directory and for the online directory are being reviewed. At a meeting on September 6th of university alumni constituent representatives, project support was pledged. The Law School and the Medical School have already contracted with PCI for print directories. Their data will be imported into the university-wide directory, rather than surveying twice.

❖ **Student / Alumni Cultivation and Outreach**

-- The monthly counts table shows **activities** for July and August, 2000.

-- The **Legacy Picnic** on August 27th had the largest turnout ever, 212 legacies and family members. Pictured on the alumni website the next day were a sixth-generation legacy and her father from Albuquerque, NM. We were also thrilled to welcome Board member Tricia Greene, her brother, and her nephew Donovan.

Interim Director Report

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- The “**Taste of New Orleans**” also broke records on August 28th. 1300 first-year students ate Lucky Dogs, jambalaya, chicken, snoballs, and taffy, serenaded by a great band from the House of Blues. There are 1600+ first year students, the largest entering class in Tulane’s history. 18% come from Louisiana and 23% from the New York, New Jersey area. Thanks to Board members Craig Mitchell, Frank Pola, and Michelle Rinehart for coming to lend a hand.

- Laurie Orgeron attended a **student alumni conference** and came back with some new ideas: get the Alumni House on the campus orientation tour and invite New Orleans alumni to be here to answer questions from new students and their parents; open the Alumni House to students during study week as an alternative place to cram for exams.

- The **Emeritus Club’s** newly inaugurated Summer Lyric Theater preview program drew 42 people for the “Fiddler On The Roof” dress rehearsal on August 2nd.

- Plans continue to unfold for the **Louisiana Hometown Tour**, October 23-26. There will be a combination of alumni breakfasts, legislative luncheons, legislative dinners, and admissions receptions in six cities: Alexandria, Baton Rouge, Lafayette, Lake Charles, Monroe, and Shreveport. Host committees have been formed.

❖ Revenue Enhancement

- Patricia Greene, Bob Kottler and I conferenced regarding the **affinity card**. Bob and Tricia gave invaluable advice and support to the process.

Through the Kessler Financial Group, MBNA offered an affinity credit card agreement for five years that provided \$300,000 to sign immediately, and \$300,000 upon takeover of the First USA contract in June, 2002.

It is generally agreed that (1) MNBA is the only game in town at the moment, (2) the days of huge up-front payments such as Tulane and other universities saw with First USA in 1997 are over; (3) other banks may begin to come in to compete with MBNA; and, (4) the best strategy now is to wait until January, 2001 to see what may evolve.

- The contract with Publishing Concepts for **online alumni community** services will provide revenue opportunities through the ecommerce module, one of the

Interim Director Report
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four modules to be implemented. How much revenue can be generated is not clear. The key to future income stream is to introduce first-year students to the online community and educate the current and future alumni body about the benefits to the university and to the alumni association for making online purchases through the Tulane alumni site.

- Liz Guillory attended a marketing conference with **alumni marketing** coordinators from all over the country. She came back with some new ideas and is putting together a plan for multi-level purchasing and giveaway opportunities. She will present this at the Institutional Advancement Senior Staff meeting on September 13th.
- The Albuquerque Chapter is the first to give alumni the chance to order **Tulane merchandise** while paying for an event. The merchandise will be shipped along with the usual events paraphernalia.

❖ **University / Alumni Affairs Office**

- The **Annual Fund** office has a new **Director** named **Jeff Bush**, from Houston, TX. Jeff is a Bogalusa native, and has worked in a development capacity for the Boy Scouts of America for the last 16 years. He spent six of those years as Director of Annual Fund for the region. He joined the Institutional Advancement Senior Staff on August 28th.
- Ann Klein, **Chief of Staff**, has left Tulane to return to Cleveland to be married on September 10th. Her successor, Ann Thayer Banos, a Newcomb graduate most recently employed by Loyola University, will begin on October 2nd.
- The entire **Tulane Institutional Advancement office** attended a half-day meeting on September 8, 2000. Steve Martin, Associate Vice-President for Institutional Advancement, Laurie Orgeron and I planned the session. Scott Cowen and Jane Bickford addressed the group

Respectfully submitted,

Charlotte Travieso
Interim Director, Alumni Affairs

TAA Programming Committee
October 2000

Committee Members: Michelle Rinehart (Chair), Sharon Bourgeois, Lee Bressler, Paula Buchanan,
Tommy Meehan, Dan O'Connor

Staff Liaison: Walt Cody

- 1) Thanks: A quick thanks to all of you for rolling with the punches, so to speak, in our ever-evolving schedule. I would also like to extend a deeply felt thanks to all of the staff for all of the work they put in to the planning of the meeting. I especially want to thank Walt Cody. He has been incredibly thorough, yet has been able to remain relaxed through everything. Sonya Willis has, once again, been on the ball and has done a lot of work to get the reports and other information out to everyone before the meeting. That alone will make our business meetings more productive. Thanks also to Charlotte and the rest of the staff, all of who provided their expertise to make our jam-packed weekend even better. Of course, the members of the Programming Committee deserve a round of thanks for putting together a well-planned meeting. Our conference calls have been productive, but we have also accomplished a lot on our listserv in between calls. We have started planning ahead and we look forward to our future meetings.
- 2) Meeting Themes: This year, the Committee is adopting a thematic approach to planning the meetings. We would like to designate a topic for each of our meetings that helps to frame the meeting location, outside speakers, etc. For this meeting, we began our planning around a theme of Athletics. Although some of our plans did not pan out as we would have liked, having a theme did help us to head in the right direction. We have several thoughts within our committee on topics for suture meetings, but would like input from you. If you have any thoughts, please pass them on to a Committee member. Some of the suggestions we have already discussed are: focusing on a specific school or college, research within the University, Tulane's community outreach, an historical period or legacy of the University, etc.
- 3) February Meeting: The Committee has already begun planning for the February meeting. We have had the following schedule approved by the Eric. Make your plans soon. We will be in touch as soon as possible regarding a possible room block for the meeting.

Friday, Feb. 9

7-9 pm: Reception

Saturday, Feb. 10

8-8:30 am: Registration & Continental Breakfast

8:30 am-1 pm: Educational Conference

8:30 am-12:30 pm: TAA Committee Meetings

1-2 pm: Lunch

2-5 pm: TAA Business Meeting

Sunday, Feb. 11

8:30-9 am: Continental breakfast

9 am- 2 pm: Tulane Clubs Meeting (with a working lunch)

As you can see, committee meetings will be held Saturday morning at the same time as the educational conference. Each committee will be assigned a meeting time and location, and will meet for one hour. These meeting times will coincide with the conference sessions so that you will be able to attend three of the four conference sessions, while still attending your committee

meeting. The February meeting is scheduled for Saturday and Sunday, with Sunday being devoted to the Tulane Clubs. We have done this to alternate with the Friday/Saturday schedule of this meeting. Look for future schedules to alternate, as well.

- 4) May Meeting: Although a schedule is not set at this time, it will likely return to the Friday/Saturday format. Keeping in mind that it is Jazz Fest and that you should make your plans early, we will be in touch as soon as we possibly can regarding a final schedule. We have looked at the following:

Friday, May 4
Tulane Clubs Meeting
TAA Reception

Saturday, May 5
TAA Committee Meetings
TAA Business Meeting

Sunday, May 6
Awards Brunch

- 5) Summer 2001 Meeting: Wit Rich Schmidt, TAA President-elect, we have begun the process of identifying an off-site location for the Summer 2001 meeting. Using a number of different parameters, we have focused on several cities: Atlanta, Tampa/St. Petersburg, New York. Primarily we looked at cities with active Clubs, the average cost of travel, its relationship to the maximum cost of travel from one of our Club cities, etc. We have requested bids from a variety of resorts in those areas, as well as a few outside of those areas. We will keep you posted on the process. If you have comments or resort suggestions, please direct them to me.

September 29, 2000

To: Board of Directors, TAA
From: Stanley J. Cohn, Chair of Awards Committee

RE: October Board Meeting Report

I am please to advise that the TAA Awards Weekend will take place on Saturday, May 5, and Sunday, May 6. We will recognize during the weekend the recipient of our Distinguished Alumni Award as well as our volunteer award recipients. We also plan to recognize the recipients of the Bea Field Scholarships for the 00-01 academic year. Our Alumni Association has secured the Audubon Tea Room in Audubon Park as the venue for what will be an enjoyable luncheon on Sunday. Plans have not been finalized for a Saturday evening function. I hope to have more details in the near future.

The Committee will recognize Robert Acomb, Jr. for his years of service to the Association as our representative to the Board of Administrators. Presentation of the recognition will take place during the Homecoming festivities.

Respectfully submitted,

Stanley J. Cohn

COMMUNICATION & ELECTRONIC RESOURCES COMMITTEE REPORT

Perhaps the most exciting development, which the committee is involved in, is the impending contract with PCI, Inc., which hopefully Tulane will sign. Publishing Concepts Inc. will provide not only a printed directory of alumni, but also a web-based directory to be included in the Tulane Alumni Web site. Additionally, modules which will handle eCommerce on the Net for Tulane and TAA, scheduling and administrative functions for Chapter Cities and events, and an Alumni Portal will be included. Charlotte Travieso will report on these developments in much more detail at the Board Meeting.

At this juncture, the Committee is working on revamping the Tulane Alumni Web site to bring it in line with the look and feel of the main Tulane site. When the Tulane site went online in December 1999, many of the colors which Tulane had previously adopted for branding purposes, were changed slightly and so it was felt by the committee that in 2000, we would restructure the web site such that it will be the Call Center which the TAA has been working on over the last three years, but in an electronic format. It is anticipated that the basic design will be completed by year's end and modules to be provided by PCI will be incorporated into the design when they become available.

Further, the committee is working on a Netiquette policy for forwarding to all who use the listserves for communication on the TAA administrative level. A brief encounter with a "virus" on the New York List, made us realize that the ListServe system at Tulane has no virus checking software scrutinizing the email passing through. It seems there is currently no software to apply to the listserve but the committee will work on this issue to see if virus-checking software can be located for this program.

A recent development being explored by the committee is the creation of a monthly eNewsletter to be distributed by the TAA, in addition to the Tulane News being distributed by Jenny Daigle and the Club Presidents each month. The eNewsletter would highlight NEW items/courses/events being offered to Alumni, emphasize events to be held that month (such as Homecoming and Reunions), Regional Assoc. events that month, and perhaps a "Did You Know" section which might introduce the alumni to something about Tulane or the TAA which otherwise would go unrecognized. More importantly, the news items would contain URL references to web sites, which might further develop the thought, idea being conveyed. such as click here for more information and you'd be transported to the TAA web site for greater details. We hope this will be not only informative for the alumni, but an electronic teaser to encourage our Alumni to visit the TAA web site more frequently.

Finally, the committee is exploring ways to incorporate the current Tulane student body into the TAA, to capture their interest and attention so that they will effectively know what the TAA and its web presence is all about PRIOR to leaving Tulane. Hopefully, by the time a Tulane student graduates, he'll have a Tulane Email for Life address, have signed up for TAA membership if we go in that direction and will feel like the TAA is now his home away from home.