

TULANE ALUMNI ASSOCIATION

DRAFT

Minutes

Regular Meeting of the Board of Directors

Saturday, May 3, 2003

A regular meeting of the Board of Directors of the Tulane Alumni Association, a Louisiana non-profit corporation, was called to order in the John Giffen Weinmann Law School Building located at 6329 Freret St., on Tulane University's Uptown Campus in New Orleans, Louisiana, at 8:30 a.m. pursuant to the notice sent to all directors in accordance with the bylaws.

The following Officers were present:

Rick Powell – President; John Williams – President-elect; Jenny Kottler – Vice President; and Bill Kammer – Secretary/Treasurer.

The following Directors were present:

Sharon Bourgeois – Tulane Clubs; St. Paul Bourgeois – Tulane College; Stanley Cohn – Tulane Clubs; Lara Geller – Tulane Clubs; David Gereighty – Engineering; Patricia Greene – Newcomb; Burdette Huffman – Tulane Clubs; Mary Lynn Hyde – Tulane Clubs; Robert Kottler – Members-At-Large; Ed Lindsey – Graduate; Maurice Dale Little – Public Health; John Mahoney – Tulane Clubs; Cam Marston – Members-At-Large; Dana Ray – Tulane Clubs; Michelle Rinehart – Architecture; Nathan Schwam – Tulane Clubs and Steve Slattery – Tulane Clubs

The following Directors were absent:

Harry Asmussen – Tulane Clubs; Paul LaRosa – Business; Michael Lockhart – Tulane Clubs; Michael McFadden – Medicine; Tommy Meehan – Members-At-Large; Peter Morreal; Amy Parigi – Law and Dale Robinson-Rogers – Social Work;

Also present were the following Committee Chairs:

Stanley Cohn – Athletics Liaison Task Force; Burdette Huffman – Marketing; Sanda Beach Groome – Programming; Mary Lynn Hyde – Awards; Bill Kammer – Finance; Cam Marston – Programming; Rick Powell – Executive; Dale Robinson-Rogers – Community Outreach Task Force; Steve Slattery – Communications; John Williams – Homecoming Task Force and Sallye Wolf – Tulane Clubs

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

Marcia Bigelow – Tampa, FL; Sharon Bourgeois - Acadiana, LA; St. Paul Bourgeois – Acadiana, LA; Stanley Cohn – New Orleans, LA; Molly Dwyer – Kansas City, MO; Lara Geller – South Florida; Mary Lynn Hyde – San Diego, CA; Kelly McKean - San Jose/San Francisco, CA; John Mahoney – Jacksonville, FL; Cam Marston – Charlotte, SC; Frank Pola – PR; Dana Ray – San Antonio, TX; Russell Roderick – Monroe, LA; Nathan Schwam – Los Angeles, CA; Sumor Sheppard – Memphis, TN; Steve Slattery – Washington, D.C.; Dan O'Connor – New York, NY; Diane Stapley – Austin, TX; Sallye Wolf – Houston, TX and Ruth Zarren-Koch – St. Louis, MO

Also present were the following past presidents:

Rich Schmidt – Immediate past president; Charlotte Travieso – past president; Bob Vorhoff - past president and Representative to the Tulane Board of Administrators

Also present were Alumni Affairs office members:

Jenny Daigle Benoit, Heather Brown, Walt Cody, De'Etra Dennis, Annemarie Guillory, Elizabeth Guillory, Alison Raymond, Charlotte Travieso and Bill Vandivort

Rick Powell, President, presided and De'Etra Dennis, Assistant Director-Operations for Alumni Affairs recorded the proceedings of the meeting.

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

Lawrence Ponoroff – Dean, Law School:

- Presentation and Overview of the Law School:
 - ❖ Basic Information:
 1. 12th oldest law school in U.S.
 2. Every student must do 20 hours of Pro Bono work as a graduation requirement
 3. Student placement is national
 4. 48 faculty members (1/2 hold advance degrees, 1/3 hold a Ph.D.)
 - ❖ Students:
 1. 4500 applicants per year
 2. 1000 offered admission
 3. 350 (approximately 22%) accepts offer
 4. Average gpa 3.5
 5. 54% women, 46% men (20% from minority groups)
 - ❖ Programs
 1. JD
 2. Masters
 3. SJD (research only)
 4. 10 – 1 credit mini courses
 5. Summer abroad
 6. Yearly Endowed Lectureship Series
 - ❖ Law Clinics
 1. Legislative and Administrative Advocacy
 2. Juvenile
 3. Civil Litigation
 4. Criminal
 5. Domestic Violence
 - ❖ Student Edited Journals
 1. Tulane Law review
 2. Sports Journal
 3. Maritime Journal
 4. Tulane Environmental Law Journal
 5. Journal of Law and Sexuality
 - ❖ Access to Four Professional Institutes:
 1. Admiralty Law Institute
 2. Corporate Law Institute
 3. Tax Law Institute
 4. Latin America Law Institute

Scott Cowen – President, Tulane University**➤ University Report**

- ❖ Organizational changes:
 1. Final stage of search for Dean of Business School replacement
 2. Final stage of search for Vice President for Student Affairs replacement
 3. New position - Associate Sr. Vice President for Research
 4. New position - Associate Vice President for Technology Transfer and Development
- ❖ Undergraduate education:
 1. Past five years applications increased from 7,800 to 14,300
 2. Selectivity and acceptance went from 77% to 51%
 3. Waiting list of 1000 students
 4. SAT scores have gone from 1275 to 1330
 5. Percentage of students graduating in the top 10% has gone from 45% to 65%
 - Retention 87.7% (# of students that stay on from 1st year to 2nd year)
 - Yield – 21-25% (% of students that accept Tulane's offer)
 - Goal to accept only 1/3 of the students who apply (to be among the top 20 universities)
 6. Research:
 - 1960 – Tulane ranked 23rd in the country
 - 1980 – Tulane ranked 117th in the country
 - Now we're in the mid 80s
 - Goal to get to 200 million in within five years
 - Must invest in more faculty, graduate students and infrastructure
 7. Capital projects:
 - Completed a master plan for the uptown campus
 - Finishing up the expansion of the business school
 - Start \$37 million dollar renovation expansion of the University Center
 - Demolish Zemurray hall and replace it with a new 270 bed residence hall
 - Demolish Old/New Doris and build another 270 bed residence hall
 - Uptown Square
 - Final stages of planning a \$150 million dollar development project
 - Fundraising
 - Tulane is up 3%
 - Lost 10% of the market value of the endowment in the last two years
 8. President Cowen's goal is to make Tulane academically and financially stronger than when he came.

Rick Dickson – Director of Athletics**➤ Intercollegiate Athletics:**

- ❖ Tulane is a recognized national university
- ❖ Stanford university is model system within the overall intercollegiate athletic system
- ❖ Tulane is graduating more student athletes than any other university (with Notre Dame close behind)
- ❖ Athletics is a very important aspect of Tulane
- ❖ Intercollegiate athletics for Tulane is not a philosophical issue, but a financial issue
- ❖ Tulane athletes are 300 of the most visible ambassadors for the university
- ❖ Only six times have athletics and TAA staged collective outreach events

- ❖ Systematically Tulane athletics have not done a good job in participating in outreach
- ❖ The enemy is not the BCS system, but athletics
- ❖ The question is “What is the role in the value of the model of “1A intercollegiate sports to this university?”
- ❖ A model program can and will succeed
- ❖ There is an interest and passion for 1A intercollegiate sports
- ❖ Rick Dickson says “he can turn passion into support”
- ❖ Challenge – To call off the exercise and give him one year to place every student athlete, coach and personnel in a better situation
- ❖ There’s a need to reaffirm the importance of the outreach for and marketing of this model program

Yvette Jones – Sr. VP for External Affairs

- **Alumni Participation:**
 - ❖ Number of donors have increased to approximately 16,000
- **Capital Campaign**
 - ❖ Overall goal is to enhance:
 1. The academic position of the university
 2. The financial position of the university
 3. Our relationships with the community and alumni
 4. To improve our financial position
 - ❖ Goal to increase the endowment to \$1billion
 - ❖ Increase level of giving to \$100 million per year
 - ❖ Goal is \$650 million and by the end of the fiscal year we will be at \$325 million, which would be the half way mark
 - ❖ To get where we want to go we will have to increase the goal by the time a public announcement is made
 - ❖ Hiring six regional officers as alumni representatives in major cities (e.g. Houston, New York)
- **Campaign committee chairs:**
 - ❖ Martha Burnett – Florida
 - ❖ Bob Devlin – New York
 - ❖ Charlie Wilson – San Francisco
 1. They are the oversight committee for all aspects of the campaign
 2. They set policies in conjunction with board development committees

Charlotte Travieso – Director, Alumni Affairs

- **Alumni Affairs Goals and Accomplishments:**
 - ❖ House Renovations:
 1. Asbestos in the attic was removed
 2. Upstairs offices were repainted and re-carpeted
 3. Outside shutters were completed
 4. Downstairs – work in progress
 - ❖ Office Dynamics
 1. Partly due to Heather Brown the office runs like a well oiled machine
 - ❖ Potpourri
 1. History of Tulane updated and available on the website
 - ❖ New contract with MBNA
 - ❖ House rentals going well (3 after hour events per month)
 - ❖ Alumni clubs have grown from 52 to 54 this year (hosting a total 211 events by the end of FY03)

- ❖ Developing relationship with Admission
 - ❖ More presence at Athletic events
 - ❖ Homecoming 2003 - Kudos for being the office to put the visual identity out to the public
 - ❖ More student participation in SAA thanks to the hometown parties
 - ❖ More emeritus participation
- **List Serve Participation:**
- ❖ 13,684 as of April 30th
- **Challenges for FY04:**
- ❖ Online alumni community (three modules)
 1. Alumni directory
 2. Event registration
 3. Volunteer access for all new club presidents

Committee/Task Force Reports:

- Mary Lynn Hyde – Awards Chair
- ❖ 2003 Alumni Awards will be presented on May 4, 2003
 - ❖ Dermott McGlinchey Lifetime Achievement Awards will go to Lindy Boggs
 - ❖ Distinguished Alumnus Award will go to Carol Bernick
 - ❖ Volunteers of the Year:
 - Albert and Linda Mintz
 - Joe Cali
 - ❖ Young Alum:
 - Kelly McKean – San Francisco Club President
 - ❖ TAA Club of the Year
- Steve Slattery – Communications Chair
- ❖ Signed up 500 members of the class of 2003 on various listservs
 - ❖ Opted out/in messages are going to half dozen clubs around the country
 - ❖ Jenny Benoit working with designer on postcard to announce the online community
 - ❖ Online directory for alumni and online registration for events
- Burdette Huffman – Marketing Chair
- ❖ As part of benefits and services trying to gather vendors together to put all the information on the website
- Sallye Wolf, Tulane Clubs Chair
- ❖ Developing ways to divide the clubs and club presidents on an equal basis
- Cam Marston – Programming Co-Chair
- ❖ Summer 2003 meeting:
 1. July 25-27, 2003
 2. At the Ritz Carlton in Key Biscayne, FL
- Rich Schmidt – Nominating Chair
- ❖ TAA board volunteers support President Cowen by reporting back to their cities his plans to monitor the situation regarding Athletics
- Bill Kammer – Finance Chair

- ❖ FY04 TAA's budget will increase by \$3,000
- ❖ FY04 the marketing budget will increase to \$
- ❖ TAA will enter FY04 with no reserve funds
- ❖ Looking for better ways to make sure the clubs are fiscally responsible
- ❖ Finance committee does not want to make the sound judgments
- ❖ Implementing post events wrap-ups

Bob Vorhoff, Representative of the Board of Administrators reported on:

- Focus on Athletics and the pending Division 1A decision
- Plans to submit a "personal" written spectrum on the athletics situation (covering both sides) to the Adhoc committee

TAA Awards

- Awards were given to the outgoing TAA officers and directors for FY03
- The gavel was passed from outgoing President Rick Powell to President-elect John Williams

Closing Remarks – John Williams, TAA President-elect

Plans to continue the current committee continuity by electing vice-chairs for each committee to ease the transition from year to year.

Regular session was adjourned at 12:35 P.M.