

Minutes

Regular Meeting of the Board of Directors

February 23-24, 2002

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

The following Officers were present:

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

The following Directors were present:

Sharon Bourgeois – Tulane Clubs; Stanley Cohn – Tulane Clubs; Omer C. Davis – Business; Lara Geller – Tulane Clubs; Patricia Greene – Newcomb; Mary Lynn Hyde – Tulane Clubs; Bill Kammer – Members-At-Large; Edward S. Lindsey, MD – Medicine; Dale Little – Public Health; Cam Marston – Members-At-Large; Dana Ray – Tulane Clubs; Michelle Rinehart – Architecture; Dale Robinson Rogers – Social Work and Steve Slattery – Tulane Clubs

The following Directors were absent:

Carol Becker – Members-At-Large and Peter Morreale – University College

Also present were the following Committee Chairs:

St. Paul Bourgeois – Communications Committee; Stanley Cohn – Awards Committee; Jenny Kottler - Finance Committee; Dan O’Connor – Programming Committee; Rick Powell – Tulane Clubs Committee; Rich Schmidt – Executive Committee and Eric Weimers – Nominating Committee

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

Paula Buchanan – Washington, D.C.; Mark Collier – Atlanta, GA; Molly Dwyer – Kansas City, MO; Lara Geller – South Florida; Mary Lynn Hyde – San Diego, CA; Tom Lee – Orange County, CA; Cam Marston – Charlotte, NC; Michael Paris – San Francisco, CA; Alyssa Rogers – New York, NY; Rene Ragas – Baton Rouge, LA; Dana Ray – San Antonio, TX; Steve Slattery – Washington, D.C; Diane Stapley – Austin, TX; Suzanne Valtierra – Philadelphia, PA and Sallye Wolf – Houston, TX

Also present were the following past presidents:

Greg Eaton – past president; Charlotte Travieso – past president; Bob Vorhoff, past president and Representative to the Tulane Board of Administrators

The following guests were present:

President Scott Cowen and Jane Bickford, Vice President for Institutional Advancement.

Also present were Alumni Affairs office members:

Jenny Daigle Benoit; Heather Brown; Walt Cody; De’Etra Dennis; Annemarie Guillory; Elizabeth Guillory; Charlotte Travieso and Bill Vandivort

**Saturday, February 23rd:
2:30p.m.**

Rich Schmidt 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.

President, Richard Schmidt called an Executive Session for President Scott Cowen to announce the departure of Vice-President of Institutional Advancement, Jane Bickford. The regular scheduled board meeting reconvened at 3:00p.m.

Rich Schmidt introduced Jane Bickford, Vice President of Institutional Advancement who reported on:

➤ **Capital Campaign Gift Report**

- ❖ Total Dollars
 1. Cash
 - a. Cash donations up 20%
 2. Gifts and Pledges
 - a. Gifts and Pledges are down 19%
- ❖ Donors
 1. 93% of cash donations are from individuals
- ❖ Annual Fund
 1. Unrestricted gifts are up for:
 - a. Donors
 - b. Dollars
 - c. Does not include Athletics, is pure cash unrestricted funds
- ❖ Capital Campaign
 1. Goal
 - a. Raise \$650,000,000.00 (This is a working goal)
 - b. Currently at 34% of goal

➤ **Report of Internal Campaign Readiness**

- ❖ Tulane University retained Consultant Firm Washburn and McGoldrick
 1. Consultants were asked to look at:
 - a. Leadership of the University
 - b. How the University was communicating the Strategic Plan and Goals
 - c. Major Gift Prospects
 - d. Volunteer Structure
 - Alumni Association
 - Different Boards (Trustees, Presidents' Council and School Advisory Committees)
 - e. Advancement staff:
 - Size
 - Experience
 - Performance
 - Morale
 - f. Advancement Infrastructure:

- Policies
- Procedures
- Information Systems
- Budget
- Other support systems

2. Areas of Improvement

- a. Good Board of Trustees and President in place
- b. The University's Campaign Goals have been identified
- c. Fund raising had increased over the past three years
- d. Prospects rating has increased
- e. Alumni Association better organized to develop volunteer/alumni support
- f. Annual Fund's downward trend of donors and dollars has been reversed
- g. Established a volunteer Leadership Committee to:
 - Solicit larger gifts (\$1,000,000.00+)
- h. Senior Advancement staff in place
- i. Developed a campaign financing plan
- j. Institutional Advancement has greater credibility on campus

3. Areas Needing Further Improvement

- a. Board of Administrators:
 - Must ask all of them for their campaign gifts
- b. Communications:
 - Strategic Plan
 - Campaign Goals
- c. Prospect Pool
 - Not well identified
 - Advancement staff needs more time in field
 - Pipeline development
- d. Volunteers
 - More involvement
 - More training
- e. Staffing
 - More fundraisers
 - More training
- f. Infrastructure
 - Comprehensive Campaign Plan needs to be complete
 - Continued attention to data and other information systems necessary

4. Recommendations

- a. Integrate advancement and external relations
- b. Develop communications and outreach programs
 - Draft strategic campaign statement
 - Recruit more volunteers
 - Conduct town meetings by region
- c. Complete comprehensive campaign plan
- d. Continue to strengthen prospect research
- e. Establish activity/dollar objectives
- f. Build up leadership gifts
- g. Build prospect pool

- h. Establish ongoing training program
- i. Continue to improve communications within Institutional Advancement
- j. Engage Alumni Association in communications program

- k. Identify more non-alumni donor prospects

Rich Schmidt reported on the Presidents' Council Meeting:

- ❖ 2002-03 Undergraduate Application Process:
 1. 12,000+ applicants applied for 1,400 spots
 2. SAT scores continue to rise
 3. Plan to accept 55% of the applicants, yield factor about 30%
 4. Have as many applicants for early decision as Harvard
 5. Discount rate (how much people are actually paying vs the sticker price) 34% down from 42%, competitors are at 27%

Charlotte Travieso, Director of Alumni Affairs reported on:

➤ **Alumni Affairs Update**

- ❖ New employee
 1. Heather Brown, Assistant Director for Alumni Clubs
- ❖ Promotions:
 1. De'Etra Dennis, Assistant Director for Operations
 2. Annemarie Guillory, Senior Alumni Affairs Assistant
 3. Salary increases for two other employees

➤ **Athletics**

- ❖ Will probably be a Louisiana Tour
- ❖ Will probably be a Golf Tournament on the Gulf Coast

➤ **Monthly Count**

- ❖ Increase in events partly due to Athletics
- ❖ Goal to do more educational/community outreach programs

➤ **Listserv**

- ❖ 7707 alumni on listservs

➤ **Programs/Outreach**

- ❖ First big volunteer effort in New Orleans:
 1. March 23rd – painting Woodson Middle School

➤ **Affinity Card Agreement**

- ❖ Officially notified First USA that Tulane would not renew the contract
- ❖ Tulane will go with another bank as soon as First USA's contract expires July 20, 2002

➤ **Alumni Giving**

- ❖ January report of Alumni Board Giving shows:
 1. Almost 50% of current members or past presidents of the board have given \$157,000 already this year

Tom Lee, Orange County Club Co-President reported on:

➤ **Tulane Cyber Day**

- ❖ National event with all 52 clubs at the same time
 - ❖ Tied together interactively
 - ❖ Build it around a common interest
 - ❖ Contacted United Artist Theater Group
 - ❖
1. They have 215 satellite network locations in 1,600 auditoriums
 2. These auditoriums could be rented
 3. Interactive forum that could be connected back to the university
- ❖ Now in research phase
 - ❖ Tom's idea – “let's make a “Tulane” themed movie”
 - ❖ This is a long term event
 - ❖ Volunteers should contact Tom Lee

Committee Reports:

- Stanley Cohn – Awards Chair
 - ❖ Awards Brunch, Sunday, May 5th (11am-1pm) at the Audubon Tea Room
 - ❖ Finalizing Distinguished Alumna/Alumnus
 - ❖ Announcing soon recipients of the “Volunteers of the Year”
 - ❖ Administration will be announcing nominee of the Dermot McGlinchey Award
- St. Paul Bourgeois – Communications Chair
 - ❖ Update website/newsletter- hiring students for this project
 - ❖ Email for Life – working with TIS to target incoming freshmen
 - ❖ Database – should have working model by next board meeting
- Liz Guillory – Alumni Affairs Marketing Committee Liaison
 - ❖ Benefits and Services for 2002:
 1. Turbo Trip
 - a. Worldwide Hotel Reservation Service
 - b. Link provided through TAA's website
 - c. TAA receives a percentage when this turbo trip is accessed through the website
 2. Liberty Mutual Insurance
 - a. Auto
 - b. Homeowners
 - c. Rental
 3. Eastover Golf Club
 - a. Waived the initiation fee
 - b. 60 days after individual registration TAA receives some revenue
 4. Tulane/Loyola Federal Credit Union
 - a. Currently open only to Tulane employees
 - b. Working to extend membership to TAA by next board meeting
 5. Auxiliary Services
 - a. Working to develop a Tulane “Alumni” day, preferably during homecoming
 6. Tulane's Official Ring
 - a. Within the next year, alumni may replace their current class ring for the official ring free of charge. Upgrades would require a fee.

- Rick Powell – Tulane Clubs Chair
 - ❖ Introduced four new club presidents/representatives:
 1. Mark Collier – Atlanta Club Representative
 2. Molly Dwyer – Kansas City Club President
 3. Michael Paris – San Francisco Club Representative
 4. Suzanne Valtierra – Philadelphia Club Representative
 - ❖ Partnering with other departments to market listserv

- Dan O'Connor – Programming Chair
 - ❖ Summer 2002 meeting will be in Anaheim, California:
 1. July 26-28, 2002
 2. Walt Cody working on hotel accommodations

 - ❖ Spring 2002 Meeting:
 1. May 4-5, 2002 (Awards Weekend and Jazzfest)

 - ❖ Future meetings:
 1. October 25-27, 2002 (Homecoming Weekend)
 2. February 14-16, 2003 (Not sure if it will coincide with Ed Con)
 3. May 2-4, 2003 (Awards Weekend and Jazzfest)
 4. July 25-27, 2003 (Planning Meeting)

- Eric Weimers - Nominating Chair
 - ❖ Slate for upcoming year:
 1. Directors:
 - a. Paul Larosa – Business School
 - b. Ed Lindsey – Graduate School
 - c. Dr. Michael McFadden – Medical School
 - d. Maurice Dale Little – Public Health
 - e. St. Paul Bourgeois – Tulane College
 - f. Chapter Cities:
 - Harry Asmussen
 - Nathan Schwam
 - Steve Slattery (2nd term)
 - Lara Geller (2nd term)
 - Sharon Bourgeois (2nd term)
 - Michael Lockhart (2nd term)
 - g. At Large:
 - Bob Kottler (2nd term)
 - Ed Lindsey

 2. Officers:
 - a. Rick Powell – President
 - b. John Williams – President-Elect
 - c. Jenny Kottler – Vice President
 - d. Bill Kammer – Secretary/Treasurer

Motion for election of the above referenced slate of officers and directors were approved.

Nominating committee chair Eric Weimers put forth a recommendation of creating two separate positions out of the secretary/treasurer office. This proposal will be discussed at the next Executive Committee meeting.

➤ Jenny Kottler – Finance Chair

❖ Financial Reports

1. Tulane Clubs are working smart regarding intake and expenses for events
2. Tulane Club Committee will run over budget due to travel reimbursements
3. Overall budget is \$145,000, currently have \$122,000 left
 - a. Spring is heavy event time for TAA clubs
 - b. Financial reports are based on expenses and intake received in Alumni Affairs
 - c. Receipts and invoices for events are generally a month behind
 - d. Three new club accounts established, but not budgeted for based on growing activities:
 - Denver
 - Phoenix
 - Salt Lake City
 - e. These clubs will get budgeted next year based on the current policy

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

- ❖ Martha Barnett, last year's "Distinguished Alumna" attended her first Board of Administrators meeting. She was selected and has agreed to a position there
- ❖ President of the Graduate and Professional Student Association talked about:
 1. The role of their organization
 2. 5.3 % increase in tuition
 3. Ranking of all schools
- ❖ Dean of the Graduate School – Michael Herman talked about:
 1. What the graduate program does for the university
 2. Provides Teaching and Research Assistancess to attract great faculty members
- ❖ Dean of University College – Richard Marksbury talked about:
 1. University College has a new campus – located in Mississippi
- ❖ The board has instituted financial accountability for financial stability
- ❖ Three chairs were installed at the business school:
 1. The Malcolm Woldenberg Chair of Marketing
 2. The Martin Schmidt Chair of International Business
 3. J. F. Jr. and Jessie Lee Sinshimers Dean's Chair of Business
 - a. Dean McFarland of the Business School was installed to the Dean's Chair
 - b. John Trapani was installed to the International Business Chair
 - c. Professor Sujn was installed to the Marketing Chair
- ❖ Academic Villages
 1. Was a great program
 2. Was not easy to administer
 3. Was not embraced by the entire undergraduate community because
 - a. Best residence halls were flagged for this program
- ❖ TIDES Program
 1. Will replace the academic villages program
 2. Much broader
 3. Students can elect to be with other constituents of TIDES
 4. They will be grouped inside regular freshmen residence halls

New Business

❖ Tulane partnering with New Orleans

Community for Outreach Efforts

The meeting was adjourned at 5:00pm

Sunday, February 24th:**8:00a.m.****New Business cont.**

- ❖ Diane Stapley, Austin Club President suggested each club president send a letter to parents of graduating seniors in their areas introducing the insurance program.

Strategic Plan and Funding:

❖ Challenge:

1. What are TAA's plans for the next three years?
2. How much funding is needed?

❖ Primary focus – four areas:

1. Tulane Clubs – Facilitators Cam and Rick
 - a. Where do we want the Tulane Clubs to be by 2005?
 - b. What resources will it take to get there?
2. Listservs – Facilitator St. Paul
 - a. How do we accelerate that?
 - b. Where do we want to be by 2005?
 - c. What will it take to get there?
3. Capital Campaign – Facilitators Eric and Bob
 - a. How can TAA help with the Capital Campaign?
4. New Initiatives – Facilitators Bill and Rich
 - a. Where do we want the Tulane Clubs to be by 2005?
 - b. What resources will it take to get there?

❖ Facilitators Report:

1. Tulane Clubs (Rick and Cam)
 - a. Take demographic look at alumni clubs
 - b. Communicate the Tulane calendar early to plan events
 - c. Create Tulane culture for students that listserv is something that needs to be embraced early and becomes a part of their culture
 - d. Understand value of being involved
 - e. Create proactive staff at the TAA
 - f. All clubs are self-perpetuated
 - g. Double staff to include industry professionals
 - h. 50-60% of current graduates on listserv and 86% of all graduates on listserv
 - i. By 2006 all current clubs are active and self-perpetuating
 - j. Focus on strengthening current clubs instead of increasing number of clubs
 - k. Increase staff support
2. Listservs (St. Paul)

- a. Grow an additional 20%
signed up within the next three years
 - b. Website and E-Newsletter complete by September 1, 2002
 - c. Complete email for life by summer
 - d. Club database by September 1, 2002
 - e. Solicit email addresses through the Tulanian using a postage paid postcard
 - f. Clubs to collect email data at all events
 - g. Get parents involved...contact Admissions for parents information
 - h. Email for life...sign up board members by spring meeting
 - i. Each club should have an information person to keep track of data and liaison to TAA

 - j. E-Newsletter – for general TAA news and space for local news in individual club cities
 - k. Best way to accomplish the above...hire student staff
3. Capital Campaign (Eric & Bob)
- a. Continue to identify alumni and get good email addresses
 - b. Have competition among clubs to increase listservs
 - c. Establish campaign update listserv...from President Cowen
 - d. Have clubs coordinate closer with other alumni groups in their cities (e.g. law school, business school etc...)
 - e. Develop script each club president can use at events that would promoting campaign and remain sensitive to solicitation
 - f. Do what we can to dramatically increase percentage of alumni participating in the annual fund
4. New Initiatives (Bill and John)
- a. Community outreach
 - b. Parent groups
 - c. Freshmen and senior events centered around an outreach program
 - d. Connection between alumni association and students/parent groups
 - e. Raise money by partnering with merchants (purchasing script...every time you make a purchase alumni association would get a percentage)

Rich thanked everyone for their participation. Rich will put together a draft of strategic plan proposal for President Cowen and submit to the board members for approval. The proposal will be discussed at the May 4, 2002 meeting.

The meeting was adjourned at 10:45 a.m.