

Minutes

Regular Meeting of the Board of Directors

Saturday, May 4, 2002

A regular meeting of the Board of Directors of the Tulane Alumni Association, a Louisiana non-profit corporation, was called to order in the conference room of the Diboll Center in 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:

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

The following Directors were present:

Stanley Cohn – Tulane Clubs; Omer C. Davis – Business; Lara Geller – Tulane Clubs; Burdette Huffman – Tulane Clubs; Mary Lynn Hyde – Tulane Clubs; Bill Kammer – Members-At-Large; Robert Kottler – Members-At-Large; Edward S. Lindsey, MD – Medicine; Dale Little – Public Health; John Mahoney – Tulane Clubs; Tommy Meehan – Members-At-Large; Dana Ray – Tulane Clubs; Michelle Rinehart – Architecture; Steve Slattery – Tulane Clubs; and Ruth Zarren-Koch – Tulane Clubs

The following Directors were absent:

Sharon Bourgeois – Tulane Clubs; Patricia Greene – Newcomb; Michael Lockhart – Tulane Clubs; Cam Marston – Members-At-Large; Peter Morreale – University College; Dale Robinson Rogers – Social Work and Eric Weimers – Immediate Past President

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 and Rich Schmidt – Executive Committee

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

Katie Bates – Atlanta, GA; Paula Buchanan – Washington, D.C.; Molly Dwyer – Kansas City, MO; Lara Geller – South Florida; Mary Lynn Hyde – San Diego, CA; Tom Lee – Orange County, CA; John Mahoney - Jacksonville, FL; Frank Pola – Puerto Rico; Dana Ray – San Antonio, TX; Nathan Schwam – Los Angeles, CA; Stephanie Scroger – Western New York; Steve Slattery – Washington, D.C.; Robert Tessaro - New York, NY; Sallye Wolf – Houston, TX and Ruth Zarren-Koch – St. Louis, MO

Also present were the following past presidents:

Ann de Montluzin Farmer – past president; Ryan Sartor – past president; Charlotte Travieso – past president; Bob Vorhoff, past president and Representative to the Tulane Board of Administrators

The following Constituent Group Presidents were present:

Tommy Meehan – Society of Tulane Engineers.

The following guests were present:

Jane Bickford, Vice President for Institutional Advancement and Paul Larosa – Finance Committee Member

Also present were Alumni Affairs office members:

Jenny Daigle Benoit; Heather Brown; Walt Cody; De'Etra Dennis; Annemarie Guillory; Elizabeth Guillory; Nicole Maly Labadot; Laurie Orgeron; Charlotte Travieso and Bill Vandivort

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.

Rich Schmidt acknowledged the 2002-2003 Student Alumni Association Officers:

Mark Johnson – President
 Sherry Baker – VP, Programming
 Vanessa Ayer – VP, Ambassadors
 Michael Lei – Treasurer
 Katie Dochen– Secretary

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

➤ **Campaign Report**

❖ **New Gifts & Pledges**

1. Dollars – up 4% over last year
2. Donors – up 2% over last year
3. Cash – up 10% over last year
4. Alumni Dollars – up 17%
5. Alumni Donors – down 2% (anticipate climb in the last two month initiatives)
6. Annual Fund: Donors - up 10% over last year and 83% of this year's goal
7. Annual Fund: Dollars – down <1% over last year and 78% of this year's goal

❖ **Progress Towards \$650,000,000 Goal**
 7/1/98-4/30/02* (46 months)

Purpose	\$ Goal	% of \$ Goal	\$ Results	% of \$ Results	% of \$ Goal Achieved
Endowment	\$300,000,000	46%	\$109 M	44%	36%
Facilities	\$200,000,000	31%	\$29 M	12%	15%
Restricted/ Programmatic	\$100,000,000	15%	\$87 M	35%	87%
Unrestricted	\$50,000,000	8%	\$23 M	9%	46%
Total	\$650,000,000	100%	\$248 M	100%	38%

*All April 30, 2002 figures are preliminary

❖ **Gifts Highlights**

1. 51 Gifts of at least \$1 Million
2. \$18 Million – Wall Bequest
3. \$10 Million – UC Renovation
4. Surpassed last campaign goal of \$254 Million

➤ **Donors**

❖ National Resources Program

1. Screening
 - Process to determine the capacity and willingness of perspective donors
 - 22 screening sessions have been held in 20 cities
2. Rating
 - Review of the perspective donors identified through the screening process
 - 15 rating sessions are planned
3. Currently have 1400 prospects identified

➤ **Transition Process**

❖ Restructuring

1. Elimination of Sr. VP for Planning and Administration
 2. Creation of Sr. VP of External Relations position effective July 1, 2002
 - Yvette Jones will assume this role
 - The following departments will report to her:
 - Alumni Affairs
 - Annual Funds
 - Government Affairs
 - Public Relations
 - Campus Planning
 3. Information Technology – will report to John Lawson
 4. The Budgeting and Financial Analysis dept. – will report to Tony Lorino
 5. Human Resources – will report to the President's Office via Anne Banos
 6. Research and Administration and other related functions:
 - Technology Transfer
 - Associate SVP for Research – will report to Paul Whelton and Lester Lefton
- ❖ Jane Bickford
1. Last day will be June 30, 2002
 2. Will return to school fall 2002 to complete Doctorate
 3. Wishes the TAA board continued success

➤ **Rich Schmidt presented Jane Bickford with a gift from the TAA Board**

Charlotte Travieso, Director of Alumni Affairs report:

➤ **Presented Jane Bickford with a gift from the Office of Alumni Affairs**

➤ **Events**

- ❖ 116 events as of 3/31/02

➤ **Listserv**

- ❖ 8608 alumni on listservs

➤ **Programs/Outreach**

- ❖ Homecoming moving to City Park

➤ **Alumni House Renovations**

- ❖ Funding from Facilities Services to do repairs
- ❖ Immediately following commencement 1st order of business:
 1. Clean out the attic
 - Then other items on list:
 - Abatement of the attic asbestos
 - Install central air unit
 - Painting
 - Carpet

➤ **New Employee**

- ❖ Welcome to Nicole Maly Labadot – Sr. Alumni Affairs Assistant

➤ **Awards and certificates:**

- ❖ Were given to outgoing TAA Officers and Directors

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

- President Cowen met with the Club Presidents, Friday, May 3, 2002 and shared the following:
 - ❖ Anticipates \$150-300 Million of new construction on campus
 1. 1st Phase – Central Campus Plan
 - University Center – due to a \$10 Million cash gift
 - Library
 - Central Building
 - ❖ Uptown Square
 - There are a number of options being considered for this location
 - ❖ Attended a lecture by Brian Burcher on:
 - Adult Stem Cell Research on campus
 - The U.S. is ahead of the rest of the world in this research

In addition Rich Schmidt shared the following from President Cowen's meeting:

- President Cowen has his management team in place
- Applications are up from 8000 two years ago to 14,000 this year
- Tulane will be accepting 1585 students with an average sat score of 1350 (above the minimum mark)
- Emphasis on research
- Partnering with LSU to building stronger relationships at the state level
- Current relationship with the city of New Orleans is neutral
- New Mayor Ray Nagin is a Tulane grad
- Intercollegiate Athletics is a concern
- New financial accounting systems university wide-each department is individually responsible

Committee Year-end Reports:

- Stanley Cohn – Awards Chair
 - ❖ Awards Brunch tomorrow at 11am
 - ❖ Alumni Awards will be given out
 - ❖ Personally thanked Jane Bickford for her support to TAA
- St. Paul Bourgeois – Communications Chair
 - ❖ Increased listserv by 20%
 - ❖ Club Database by September 2002

- ❖ Email for life – incoming freshmen will receive in June
- ❖ Encouraged board members to sign up for email for life
- ❖ Updated website/e-newsletter in the works

- Liz Guillory for Jay Stone – Marketing Chair
 - ❖ Turbo Trip
 - Over 1600 hits from Alumni Affairs website
 - TAA receives revenue from this company
 - ❖ Liberty Mutual Insurance
 - Mass mailing to 80,000 alums
 - 19 policies were written prior to the mailing
 - TAA receives revenue from this company
 - ❖ Tulane/Loyola Federal Credit Union
 - Pending
 - ❖ Auxiliary Services
 - Alumni Day pending
 - ❖ Enterprise Car Rental
 - New benefit to Tulane alums
 - Good rate
 - Unlimited miles
 - ❖ Tulane Official Ring
 - Tulane alums have until October 2002 to trade old ring in for new official ring at no cost

- Rick Powell – Tulane Clubs Chair
 - ❖ Each club representative gave a year in review of their club's activities

- Dan O'Connor – Programming Chair
 - ❖ Update on summer 2002 meeting
 1. Anaheim, CA, July 26-27, 2002
 2. Accommodations – Paradise Pier Hotel
 - Friday, July 26, 2002
 - New Director Meeting – 1:00-2:00pm
 - Club Presidents Meeting – 2:00-5:00pm
 - Reception on the Queen Mary – 6:00-8:00pm
 - Saturday, July 27, 2002
 - Board Meeting – 9:00am
 - Lunch at Brennans

- Rich Schmidt for Eric Weimers – Nominating Chair
 - ❖ Craig Mitchell resigned from TAA board
 - ❖ Recommended Jay Augustine as replacement
 1. TAA Board approved recommendation

- Jenny Kottler – Finance Chair
 - ❖ Tulane Clubs
 1. Most clubs are functioning on their own
 2. Current overall balance \$17,000
 3. Several events at the end of year –budget will probably zero out
 - ❖ Tulane Club Committee
 1. Already overspent

- a. Due to travel expenses reimbursements
 - ❖ Accounting
 1. Reports reflect what has moved in/out of account via Alumni Affairs office
 2. Contact De'Etra Dennis regarding any discrepancies on your individual account

Strategic Plan Follow-up and Long Range Budget Presented by Rich Schmidt

- The TAA Board approved this plan for submission to President Cowen

Community Outreach Report by John Williams

- Hamilton Simons-Jones, Office of Service Learning
 - ❖ Hired by President Cowen to run Tulane Outreach Programs
- Outreach Programs
 - ❖ Painted a New Orleans Public School – Collaborative effort with:
 1. Alumni
 2. UNO
 3. Office of Service Learning
 4. Other projects pending
- Resources through Hamilton Simons-Jones
 - ❖ Training sessions – relating to the community
 - ❖ Tutoring programs
 - ❖ Adult Literacy
 - ❖ Awareness
 - ❖ Outreach

Tulane Cyber Day Update from Tom Lee

- Recap
 - ❖ Concept of a national one-day event
 - ❖ In each club's city
 - ❖ Associated with an inter-active program
 - ❖ Connected via satellite
 - ❖ Will show a film "The Greatness of Tulane" focusing on all aspects of Tulane
 - ❖ Film will be produced collaboratively with all of Tulane
 - ❖ President Cowen will address the audience at the event
- United Artist Cinema
 - ❖ Identified as a source to handle this event (called Satellite Theatre Network)
 - ❖ They have a theatre in every club city including Puerto Rico
 - ❖ Production of the film will take approximately 18 months
 - ❖ Estimate is very expensive
- Presentation to President Cowen
 - ❖ On May 17, 2002 – The concept of Tulane Cyber Day

Closing Remarks – Rich Schmidt, TAA President

Rich thanked everyone for the support given him during his year as TAA President. Rich expressed how enjoyable this past year has been and the many accomplishments (e.g. increasing the listservs, the outreach programs, hometown parties etc...).

Rich went on to talk about the progress the TAA board has made with Alumni Affairs and the university as a whole. The number of decisions made in the beginning demonstrated the wisdom of the strategic planning and executing the plan. The first were:

- ❖ Emphasis the development of the Tulane club structure
- ❖ Reimbursement for Tulane Club Presidents' attendance at board meeting

Rich expressed that TAA has a model that is working which makes TAA the envy of other universities. He challenges TAA to continue thinking out of the box.

Rich passed the official TAA gavel to President-Elect, Rick Powell. Rick Powell accepted the gavel and reminded everyone of the importance the TAA board plays at the university.

The meeting was adjourned at 12:15pm