

Minutes

Regular Meeting of the Board of Directors

Saturday, October 13, 2001

A regular meeting of the Board of Directors of the Tulane Alumni Association, a Louisiana non-profit corporation, was called to order in meeting room #1 of the Louisiana Superdome in New Orleans, Louisiana, at 9:15a.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; 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; Michael Lockhart – Tulane Clubs; John Mahoney – Tulane Clubs; Cam Marston – Members-At-Large; Tommy Meehan – Members-At-Large; Dana Ray – Tulane Clubs; Michelle Rinehart – Architecture; Dale Robinson Rogers – Social Work; Steve Slattery – Tulane Clubs; Jay Stone – Members-At-Large and Ruth Zarren-Koch – Tulane Clubs

The following Directors were absent:

Carol Becker – Members-At-Large; Peter Morreale – University College and Eric Weimers – Nominating Committee Chair

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; Jay Stone – Marketing Committee

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

Brian Dolan – Tampa; Lara Geller – South Florida; Mary Lynn Hyde – San Diego, CA; Steve Kirson – Atlanta, GA; John Mahoney - Jacksonville, FL; Cam Marston – Charlotte, NC; Kelly McKean – San Francisco, CA; Dan O'Connor – New York, NY; Rene Ragas – Baton Rouge, LA; Dana Ray – San Antonio, TX; Robert Tessaro - New York, NY; Sallye Wolf – Houston, TX and Ruth Zarren-Koch – St. Louis, MO

Also present were the following past presidents:

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.

Also present were Alumni Affairs office members:

Jenny Daigle Benoit; Walt Cody; De'Etra Dennis; Annemarie Guillory; Elizabeth Guillory; Charlotte Travieso; Suzanne Valtierra and Bill Vandivort

Rich Schmidt, President, presided and De'Etra Dennis, Senior Assistant 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 introduced Jane Bickford, the Vice President of Institutional Advancement who reported on:

- **Alumni Outreach** (e.g. hometown parties, wave feast, SAA, T-Clubs, career networking receptions)
 - ❖ Benefit
 1. Pledges - \$70 Million
 2. Raised more money than ever before
 3. Hometown parties
- **Donors**
 - ❖ Increased
- **Goals**
 - ❖ Was \$4.8 Million
 - ❖ Raised \$5.3 Million
- **Institutional Advancement**
 - ❖ Placed a moratorium on travel and solicitation immediately following September 11th events
 - ❖ Resumed phone bank two weeks later
 - ❖ Mailings
 1. Using hot sauce with phrase "Tulane is Hot Stuff" at the same time Tulane was voted as one of top ten schools
 2. Heightening awareness by:
 - a. Deepening relationships
 - b. Stewarding people that have given gifts
- **Endowment**
 - ❖ To date appears to be stable, will have 1st academic quarter report at end of October
 - ❖ Pay off from endowment is based on a three year rolling average
 - ❖ Scholarships are paid out from the endowment
 - ❖ Tuition may be affected due to the events of September 11th
 - ❖ Largest region area for outreach: California, New York, Northeast and Texas

Rich Schmidt applauded the Tulane clubs for their events and "friend" raising efforts. Thanks to these efforts 57% of the people who attend give back to the university.

Charlotte Travieso, Director of Alumni Affairs reported on:

- **Monthly Count**
 - ❖ 189 events were held (up from last year)
 - ❖ Reached over 6,500 alumnus

➤ **Listserv**

- ❖ 6,900 alumni on listservs

➤ **Programs/Outreach**

- ❖ Create Programs involving Alumni/Student in New Orleans
 1. Mentoring
 2. Computer Centers in schools
 3. Working in Prisons
 4. Politically inclined

Echo Green Foundation out of New York will hold meeting at Tulane that focuses on Social Entrepreneurship. Café Reconcile a restaurant in New Orleans is an example of Echo Green's focus. Where people in the community are hired and trained on how to run a restaurant. Volunteers eat in this restaurant and mentor to neighborhood children.

➤ **Alumni Travel Brochure**

- ❖ Latest brochure, which features highlights of the trip to Italy

➤ **Tulane "Unified Ring"**

- ❖ The ring was unveiled on Thursday, October 11, 2001
- ❖ Students with a Tulane ring can trade it in for the new unified ring
- ❖ Each graduating class may choose three initials to put inside of the ring; this year's class chose "USA"

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

- ❖ September Board of Administrator's Meeting was cancelled
- ❖ Bob attended the Memorial Service held on campus
- ❖ Tulane closed the purchase of Uptown Square (at the end of Broadway near the river)
- ❖ Important piece of property, offers the University many opportunity
- ❖ Bob attended the Big Easy Classic against Southern
- ❖ Met Lester Lofton, the new Provost
- ❖ T.U. basketball team looks promising, sixteen players
- ❖ Attended the Athletics Hall of Fame event

Rich Schmidt reported on the past months events:

- ❖ Jane Bickford, Charlotte Travieso and Rich Schmidt met with President Cowen
 1. Late August regarding the strategic plan
 2. Discussed the capital campaign, which may be delayed now
 3. Shared how much the President has invested in the TAA organization
 - a. \$930,000.00 annually (this includes Alumni Affairs), of which \$145,000 goes to TAA
 - b. Almost half of the total funding comes from the Affinity card agreement
 - c. Affinity card expires next year, which is major issue for funding alumni programs
 - d. Unused allocated TAA funds were rolled over yearly, the 1st year, \$84,000.00 was rolled over. Last year spending has grown from \$145,000 to \$250,000, with approximately \$90,000.00 in income
 - e. Travel reimbursement was originally \$250.00 per meeting and is now \$500.00 per meeting. This is approximately 15% of the TAA budget. President Cowen only concerned was reimbursing while participation was so low. Now that overall participation is up, this is no longer an issue.

f. President Cowen was impressed with his investment return.

1. Grown from 26 to 52 clubs
2. Grown from 72 to 189 events
3. Contacts/Participation up from 1700 to 6900
4. Listservs 7 to 55 (to almost 7,000 people)
5. Annual Fund participation up from 8,800 to 13,000

In general the meeting was very positive and complimentary to all the work TAA is doing. Rich's goal is to go back to the President with a budget plan. Rich summarized the outcome of the Tampa board meeting. Consultant Daniel Stone was commended for his quick turnaround of the report. Now the challenge is basically two things:

- Put forward TAA's course of action for the next year and
- Pick out those things the board will focus on

To accomplish this, Rich took this report and broke it down into twenty-one issues and assigned to various committees as such:

- Executive Committee
 - ❖ Revise board meeting schedules and agendas
 - ❖ Establish a clear mission, purpose and set of priorities through the dissemination of the strategic plan
- Finance committee
 - ❖ Creating a stable funding mechanism for the Alumni Association
 - ❖ Finding alternative means of funding for the clubs
- Nominating Committee
 - ❖ No Issues raised
- Marketing Committee
 - ❖ Build stronger connection with the Athletic Dept.
 - ❖ Segment target alumni groups (including age and other factors) and provide different services based on interest
 - ❖ Create incentives to encourage alumni to visit campus
- Awards Committee
 - ❖ No task
- Communications Committee
 - ❖ Find more alumni and encourage their participation
 - ❖ Find out what alumni wants and how they want it communicated
 - ❖ Enhance the use of information on the web page (e.g. student email for life, growing the listserv etc...)
- Programming Committee
 - ❖ No Task

- Tulane Clubs
 - ❖ Training the club presidents to work with volunteers
- New Committee
 - ❖ Student/Parents Outreach Committee – Committee chair will be Dana Ray

Each committee chair reported on the plan(s) to implement their tasks:

- Jay Stone – Marketing Chair
 - ❖ Unified multiple city event
 - ❖ Very set structure between Alumni and Athletics (who will do what)
 - ❖ Athletics “presences” at alumni events
 - ❖ Target specific groups (e.g. women, minorities, gay/lesbian etc...)
 - ❖ Research what other universities do
 - ❖ Develop a once-a-year event to get people back to campus
- Jenny Kottler – Finance Chair
 - ❖ Committee members will become involved in the other committees
 1. Lonny – Awards
 2. Dale – Communications
 3. Jenny and John – Executive
 4. Omer and Meriel – Marketing
 5. Dale, Omer and John – Programming
 6. Regan and Paul – Tulane Clubs

Rich asked Finance committee to provide by the next meeting a proposed budget.

- St. Paul Bourgeois – Communications Chair
 - ❖ Conducting meetings via email/listserv
 - ❖ Update website
 - ❖ Expand Listservs
 - ❖ Newsletter
 - ❖ Transition current students into the alumni program
 - ❖ Listserv for Gay/Lesbians and Bantu groups
 - ❖ Discussion boards and chat rooms
 - ❖ Connecting TAA to Tulane via web (e.g. watching a sports event)
 - ❖ Training sessions (e.g. how to use the listserv)
 - ❖ Distributing to each club president the email addresses of all their constituents
- Rick Powell – Tulane Clubs Chair
 - ❖ Robert Tessaro to head sub-committee (re: how to get sponsorship etc...)
 - ❖ Ways to share resources (e.g. California event)
 - ❖ Getting people connecting (signing them up on a listserv)
- Stanley Cohn – Awards Chair
 - ❖ Soliciting now for award nominees
 - ❖ 1st notice out December Tulanian magazine
 - ❖ Awards ceremony weekend of May 2002 meeting

- Dan O'Connor – Programming Chair
 - ❖ Focusing on summer 2002 meeting (narrowed down to a couple of areas)
 1. Las Vegas
 2. San Francisco
 3. Open for suggestions of other sites

Rich thanked everyone for the participation. Rich also made reference to the joint event-taking place next weekend in California (who would have thought this would happen three years ago). Thanks to Nathan Schwam, Kelly McKean, Tom Lee, Patricia Greene who worked hard to organize this wonderful experience.

Final comments:

- Next meeting, February 23, 2002 (in conjunction with the Educational Conference)
- May meeting, May 4, 2002 (around the Awards Ceremony also Jazz fest weekend)

The meeting was adjourned at 12:15pm