

Minutes

Regular Meeting of the Board of Directors

Saturday, July 28, 2001

A regular meeting of the Board of Directors of the Tulane Alumni Association, a Louisiana non-profit corporation, was called to order in the Pegasus West Meeting room at the Saddlebrook Resort-Tampa, Wesley Chapel, Florida at 8:30 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 (via telephone); and Jenny Kottler – Secretary/Treasurer.

The following Directors were present:

Omer C. Davis – Business; Lara Geller – Tulane Clubs; David Gereighty – Engineering; 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; Michael Lockhart – Tulane Clubs; John Mahoney – Tulane Clubs; Cam Marston – Members-At-Large; Tommy Meehan – Members-At-Large; Craig Mitchell – Law; Dana Ray – Tulane Clubs; Dale Robinson Rogers – Social Work; Jay Stone – Members-At-Large and Ruth Zarren-Koch – Tulane Clubs

The following Directors were absent:

Carol Becker – Members-At-Large; Sharon Bourgeois – Tulane Clubs; Stanley Cohn – Tulane Clubs; Dale Little – Public Health; Peter Morreale – University College; Michelle Rinehart – Architecture, and Steve Slattery – Tulane Clubs.

Also present were the following Committee Chairs:

St. Paul Bourgeois – Communications Chair (via telephone); Jenny Kottler – Finance Committee; Dan O'Connor – Programming Committee; Rick Powell – Tulane Clubs; Rich Schmidt – Executive Committee; Jay Stone – Marketing Committee, and Eric Weimer – Nominating Committee.

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

Kathy Brands - Chicago, IL; Paula Buchanan – Washington, DC (via telephone); Lonny Elfenbein - Cincinnati, OH; Burdette Huffman – Baton Rouge, Julianne Frank - Gold Coast, FL; Lara Geller – South Florida; Mary Lynn Hyde – San Diego, CA; Sarah Jernigan – Louisville, KY; Steve Kirson – Atlanta, GA; Meredith Lavin-Punt – Philadelphia, PA; Tom Lee – Orange County, CA; 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 Club Co-President; Ruth Zaren-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; and Eric Weimers – Immediate past president.

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:

Walt Cody, De'Etra Dennis, 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 Jenny Kottler, Finance Committee Chair, who reported:

- That the Finance Committee's budget for last year was \$164,444.69.00 with expenditures of \$164,000 (as of May).
- This year the Finance Committee is limited to a budget of \$145,000.00. This figure came about from a five-year Affinity Card agreement with First USA, this is the last year of this agreement.
- This is a set figure for the current year, any club that under spent its budget last year will be held to what was spent and any club that over spent will be held to what was budgeted last year.
- The Homecoming and Reunion committee will not exist next year and those monies will go back into the general TAA fund account.

Ed Lindsey raised a question regarding 501(c)(3) status: will this budget come in the framework of tax exempt donations to TAA that the Alumni Association proposed to Tulane?

- Rich Schmidt confirmed that TAA is now "501(c)(3)" approved and further stated TAA is an independently chartered organization and last year achieved "501(c)(3)" status which allows TAA to accept donations and do it in a tax-free way provided they continue to follow the appropriate guidelines.
- Also discussed was the procedure that allowed TAA board members to donate their travel expenses back to the university. He further explained that the 501(c)(3) was not set-up to encourage people to donate directly to TAA and preferred the donations to come in through the Institutional Advancement side.
- Does allow flexibility of raising funds in a tax-exempt way. TAA was not set up as a fundraising organization.

Jenny Kottler reiterated that TAA board members should:

- Give the university (if not already) 100% participation (currently at 82%).
- John Williams suggested an increase in participation by the board members would assist VP of Institutional Advancement, Jane Bickford and President Scott Cowen in their fundraising efforts.
- Rich Schmidt clarified that a donation to Annual Fund, Newcomb and Athletics or any Tulane organization would all count as a donation.

Rich Schmidt further explained that due to the expiration of the Affinity card at the end of FY2001, a plan is being prepared to submit to the university as justification for additional funding or looking at other ways of raising funds to support and develop efforts.

Rich Schmidt introduced Charlotte Travieso, Director of Alumni Affairs, who reported:

- Alumni contacts over the last six months have increased.
- Over the past four months some of the clubs' listservs have experienced a decline.
- A list of the 2001 hometown parties was in the packets and encouraged everyone to attend the one in their area.
- A new organization for "Private College and University Alumni Directors" (PCUAD). This group provided a benchmarking study that was done in November of 2000 of 43 colleges and universities and the services that their alumni offices provide.
- A new agreement with North American Van Lines that offers a 59% discount to alumnus of which 2% goes to TAA. There is a link on the alumni website.

The matter regarding the Tulane band was re-opened:

- Rich Schmidt, Bob Vorhoff and Eric Weimer met prior to the Board of Administrators meeting and decided not to bring this matter before the board, but rather have Bob Vorhoff during his regular meeting with President Cowen discuss the issue.
- President Cowen took note of the concerns from TAA.
- Rich Schmidt said this was not a concern. TAA did not need to be involved in it as it is a much bigger issue and belongs in either an athletics or music organization.

Committee chairs were introduced as:

- Jay Stone – Marketing; Eric Weimers – Nominating; Rick Powell - Tulane Clubs; Jenny Kottler – Finance; St. Paul Bourgeois – Communications; Dan O'Connor – Programming; Stan Cohn – Awards
- Everyone was encouraged to get involved in an area of interest. Also stated that following the strategic plan one or two other committees may materialize.

There being no further business before the meeting, it was, on motion duly made and seconded, adjourned at 9:00a.m.

Rich Introduced Daniel Stone, consultant from Washington, D.C. Daniel Stone facilitated the two-day strategic planning session. The agenda is attached.

Attachment

**Tulane Alumni Association
Alumni Outreach Strategic Planning
Draft Design
July 28-29, 2001**

Purpose:

Develop a 3-year action plan for involving Tulane alumni, including:

- Actions the Association can take (including time-lines, resource requirements. Success measures)
- Actions that others can take

Design:

Saturday, July 28

8:30 Business Meeting (Rich)

9:00 Introduction to Session (Daniel)

- Warm-up activity
- Session Agenda/Roles/Norms

9:30 Review of Past Strategic Plan (Rich, Eric)

- What we hoped to accomplish
- What we accomplished
- What we learned in the process

10:00 Charge to this Committee (Jane Bickford)

- Relationship to University strategic plan
- Key challenges for this group:
 - How to reach a wider range of alumnae
 - Alternate ways to channel volunteer interest/energy
 - Relationship to capital campaign

10:15 Break

10:30 Looking to the future

- Set context:
- Table group task:
 - What will be different over the next 3 years that we need to take into account, including:

- How will the university be different?
- How will the Alumni Association be different?
- How will alumni be different?
- What are the implications of these differences for us?
- Report out the top 2-3 major differences we see/dialogue

11:15 Identifying Goals

- Review context for task:
 - We now have a number of givens:
 - The accomplishments from our last plan
 - The charge and challenges from the VP
 - The anticipated changes in the coming 3 years
 - Now need to use these as a basis for agreeing on what it is we want to have accomplished within the next 3 years
- Total Group Task: Brainstorm accomplishments that we could strive for by the end of the coming 3 years (including both things we can do and things others can do)
- Generate/agree on criteria that can be used for evaluating list (e.g., can be done with reasonable level of resources, likelihood of success, scope of impact)
- Rank the list (using dots or some other method); agree on:
 - Goals we will commit to
 - Goals we will recommend to others

12:20 Wrap-up

- Review accomplishment of day
- Review agenda for tomorrow
- Identify what we want to keep/change about how we are working together
- Review afternoon/evening plans

12:30 Close

Sunday, July 29:

8:30 Warm-up for day

- Warm-up activity
- Agenda for day
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8:45 Identify Actions – Round One

- State purpose of task:
 - To begin formulating action plans for achieving the goals we agreed on yesterday
- Organize group into sub-groups to work on goals:
 - Choose a goal that you want to work on viz. your interest, knowledge/skills
 - Check composition of goal groups (e.g., for adequacy re: numbers, skill/knowledge, etc.) and adjust composition as needed
- Assign Task:
 - For your goal, identify:

- What will be the outcome if we _____ are successful
- What are the major actions that need to be taken to achieve the outcome
- What resources will be required to take those actions
- Who should have primary responsibility for taking those actions
- How will we measure our success (mechanism, when, standard we hope to achieve)

- Bring back to total group a flipchart presentation

10:00 Break

10:15 Presentation of First Round Action Plans

- Each goal group presents action plans
- Individuals make notes on post-it notes and provides to goal groups as they make their presentations:
 - What they like
 - What suggestions they would make

11:00 Second Round Action Plans

- Task: Take the input, consider it, and revise your plan

11:40 Presentation of Second Round Action Plans

- Each goal group give a short presentation:
 - What messages did we get
 - How are we revising our plans based on this input

12:10 Wrap-up/Evaluation of Session

- Review next steps (Rich)
- Participants: (Daniel)
 - What we feel good about in this session
 - What we could do difference/better next time we meet
- Final comments (Rich)

12:30 Close