

TULANE ALUMNI ASSOCIATION
Conference Call of the Board of Directors
Minutes
Friday February 26, 2010

A conference call of the Board of Directors of the Tulane Alumni Association, a Louisiana non-profit corporation, was called to order at 2:05 p.m. pursuant to the notice sent to all directors in accordance with the bylaws.

The following Officers were present:

Suzanne Valtierra – President; Sharon Bourgeois – Secretary/Treasurer; St. Paul Bourgeois – Immediate Past President; Tom Hopkins – Representative to the Board of Tulane; Dan O’Connor – President-Elect;

The following Officers were absent:

Michelle Rinehart – Vice President

The following Directors were present:

Rob Alexander- Business; Jamie Biben – Tulane Clubs; Allison Cannizaro – Newcomb-Tulane College; John Dimos- Clubs; Joe Ettinger- Tulane Clubs; Evan Herman – Tulane Clubs; Alex Hernandez – Tulane Clubs; Lori Hoepner – Member-at- Large; Don Kim – Member-at-Large; Jini Koh – Tulane Clubs; Thomas Lee – Science & Engineering; Rusty Pickering – Tulane Clubs; Dorothy Reese- Social Work; Philip Scheps – Tulane Clubs; Carol Squarcy Showley – Tulane Clubs

The following Directors were absent:

Ed DeSocio- Public Health; James Garner- Law School; Rebecca Jeanes – Architecture; Mark Johnson – Tulane Clubs; Michael Kearney – Continuing Studies; Michael Lockhart- Tulane Clubs; George Pankey – Medicine; Rod Russell – Tulane Clubs

Also present were the following Committee and Task Force Chairs:

Don Kim – Awards; Rusty Pickering– Clubs; Evan Herman- Communications and Marketing; Sharon Bourgeois- Finance; St. Paul Bourgeois – Nominating; Theresa Schieber – Programming; Carol Showley – Student Outreach; Allison Cannizaro- Athletics Tom Lee and Phil Scheps – Community Outreach

The following Committee and Task Force Chairs were absent:

Asher McNerny- Communications/Marketing; Rod Russell- Clubs

The following Constituent Group Representatives were present:

Carter Flemming- Newcomb Alumnae Association President

Also present were the following past presidents:

Bob Vorhoff and Charlotte Travieso

Also present were Tulane staff members:

Hillary Green and Charlotte Travieso

Suzanne Valtierra, President, presided and Hillary Green, Sr. Program Coordinator for Operations for Alumni Affairs recorded the proceedings of the meeting.

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

Tom Hopkins, Representative to the Board

- University received over 40,000 applications
- Medical school received over 10,000 applications and have the highest MCAT scores in over a decade
- Agreement with Baton Rouge General has been approved. Tulane will be opening up a satellite campus in Baton Rouge
- Overall the University's budget is better
- Giving is going well but could be better
- Athletics
- Alumni Association Development Integration Task Force

Charlotte Travieso, Director, Alumni Affairs

- Alumni House progress
- April board meeting schedule
- Alumni Club in London
- Beads on Broadway Mardi Gras event in New York was a success. Gaby Cannon and Ashley Perkins went to New York to help staff the Development event
- Sent out information about Admissions receptions
- Encourage all board members to give. Will generate a donor roll of board giving

Dan O'Connor, Strategic Plan Update

Connecting with Alumni:

- The T Club has launched its own webpage to stay in touch with the 4,500 Tulane Alumni athlete
- The alumni directory is on target to be released this spring.
- The TALL program – Tulane Alumni Lifelong Learning-just had its first anniversary presentation this week by Dr. Terrence Fitzmorris, Louisiana historian, and associate dean of the School of Continuing Studies, speaking to the “Irish experience in New Orleans”
- Homecoming 2009 was the biggest we've ever had with over 70 events during the week and a record smashing Hullabaloo auction that raised over \$200,000 for our student athletes.

- In October, the TAA alumni clubs organized 20 events.

Building and Rebuilding the TAA Image:.

- The Community Outreach Taskforce is working with the alumni clubs to plan the second annual Wave of Green tree planting program.
- Positive response came from Tulanians in snow struck areas to a “thinking of you” message from the alumni office sent to various listservs.

Developing Volunteer Leadership:

- As you will hear from the nominating committee, we had a record breaking number of nominations for TAA volunteer positions. The new members will attend orientation on the Friday afternoon of the summer board meeting.

Finding Resource Support and Funding for Programs:

- Since 2005, alumni clubs continue to organize and host events that break even or make money.
- The insurance affinity program (Meyer and Associates) has just contracted with Atlantis insurance to offer discounted health insurance to alumni who live and/or work in New York City.

Connecting with Students

- The Student Outreach Committee report on the focus group that were held in January with students. Several student outreach events were planned in March (Grad Fest), April (career networking lunch) and May (Graduate Send off crawfish boil).

Committee/Task Force Reports:

- Awards Committee
 - Will add a Bobby Boudreaux spirit award next year.
 - Awards celebration will be held Sunday April 11, 2010
 - Alumni club awards reception will be held on Friday April 9, 2010
- Finance Committee
 - Encourage club cities to break even or make money with events.
 - 93% of board giving. Would like to challenge board to give at 100%. There is no mandatory amount to give.
 - 55% Directors giving
 - 21% Club presidents
 - 36% Past presidents
- Marketing/Communications Committee
 - Linked In has 3531 members so far
 - 15 sub-groups

- Chloe Wicks has started a TAA Facebook page that will be useful to spread the word about events
- Nominating Committee
 - Committee worked very hard to complete this task.
 - Contacted Deans of various schools to get approvals or recommendations.
 - Have filled all of the directors positions and the term starts July 1, 2010
 - Rusty Pickering was nominated as Secretary/Treasurer. Executive Committee will vote today
 - Thanks to the committee for a job well done
 - A motion to approve the slate of officers for July 1, 2010 was moved, seconded and approved.
- Programming Committee
 - Have a full schedule for the April meeting
 - Committee is focusing on summer meeting in Denver
- Student Outreach Committee
 - Had focus group with students on 1/30/10 to get feedback on programs of interest and their perception of TAA.
 - Increase visibility of TAA
 - Planning student/alumni networking lunch.
 - Alumni table hosts are committed. Susan from Career Services will send out invitations for the luncheon
 - Will send info to the Tulanian about luncheon
- Tulane Clubs Committee
 - Budget for clubs
 - Will not have a club presidents meeting until the spring
 - Have material from the Alumni/Development taskforce presented at the club presidents meeting in April
- Athletics Task Force
 - The 2nd annual Tulane Classic Golf Tournament will be held on April 12, 2010 at English Turn Country Club
 - Tulane has started a ticket donation program with the Devlin Safe Center, where alums can purchase season tickets and donate them back to the university for area school children.
- Community Outreach Task Force
 - Did a mailer to each club president about the Wave of Green.
 - Alumni office is geared up and ready to help with this project
- Old Business

- No report
- New Business
 - No report

Closing Remarks — Suzanne Valtierra, TAA President
Regular session was adjourned at 3:20 p.m.