

TULANE ALUMNI ASSOCIATION
Regular Meeting of the Board of Directors
Minutes
Saturday, May 2, 2009

A regular meeting of the Board of Directors of the Tulane Alumni Association, a Louisiana non-profit corporation, was called to order at the Lavin- Bernick Center, New Orleans, LA at 9:00 a.m. pursuant to the notice sent to all directors in accordance with the bylaws.

The following Officers were present:

St. Paul Bourgeois – President; Suzanne Valtierra – President-Elect; Dan O’Connor – Vice President; Rick Powell – Representative to the Board of Tulane; Steve Slattery – Immediate Past President

The following Officers were absent:

Michelle Rinehart – Secretary/Treasurer

The following Directors were present:

Allison Cannizaro – Newcomb-Tulane College; Rod Chapel – Tulane Clubs; John Dimos – Tulane Clubs; Ed DeSocio – Public Health; Alex Hernandez – Tulane Clubs; Rebecca Jeanes – Architecture; Mark Johnson – Tulane Clubs; 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; Robert Tessaro – Tulane Clubs

The following Directors were absent:

Charles Calderwood – Liberal Arts; Lori Hoepner – Member-at-Large; Michael Kearney – Continuing Studies; Jack Kushner – Member-at- Large; J. Peter Laborde, Jr.- Business; Rose LeBreton – Law; Paul Lux – Medicine; Rod Russell – Tulane Clubs

Also present were the following Committee and Task Force Chairs:

Sharon Bourgeois – Awards; Rusty Pickering and Andy Hyson– Clubs; Carol Showley – Communications/Marketing; Stave Slattery – Nominating; Theresa Schieber – Programming; Jini Koh – Student Outreach; Dale Robinson Rogers and Phil Scheps – Community Outreach

The following Committee and Task Force Chairs were absent:

Melody Baham – Awards; Michelle Rinehart – Finance; Tommy Hightower and Robert Tessaro – Athletics;

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

Scott Bordenave, San Francisco/San Jose, CA; Evan Herman, Chicago, IL; Mary Lynn Hyde, San Diego, CA; Andy Hyson, Washington, DC; Ron Odnechek, Denver, CO; Theresa Schieber, New York, NY; Carol Showley, San Diego, CA; Tobias Smith, Dallas, TX; Victor Wandres, Tulsa, OK; David Zalkind, Los Angeles, CA; Ruth Zarren, St. Louis, MO

Also present were the following past presidents:

Ann Farmer and Charlotte Travieso

Also present were Tulane staff members:

Gaby Cannon; Carl Dejoie; Hillary Green; Terrence Jones; Yvette Jones; Laurie Orgeron; Ashley Perkins; Bruce Raeburn; Charlotte Travieso and Chloe Wicks.

Also present were the following guests:

Maxwell Behrnes, Joseph Ettinger, Sally Lee, Jerry Lenaz

St. Paul Bourgeois, 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.

Yvette Jones, Chief Operating Officer and Senior VP for External Affairs

Enrollment:

- As of May 1 we have 1250 paid deposits for the entering class. We should have a incoming freshman class of between 1410 and 1475
- 57% of deposits were made by females

Endowment:

- Endowment is down 30%. We are starting to see slow rebounds and we have made adjustments in terms of setting a new market value to determine our payout going forward
- About \$2 million of programming at the university that used to be supported by endowment are no longer supported because they are “under water”
- The university has a \$22-\$25 million deficit because of the remaining shortage of students. We are still down about 1500 students post Katrina
- Very clear that we need to grow our enrollment to about 1500 freshman. To do this we need to make an investment in the capital at the institution

Campus Projects:

- Newcomb McAlister Unified Green Phase 1
 - The project area includes McAlister Place from Freret Street to the Drill Road Crossing. McAlister Place will be transformed into a pedestrian way with lush, native plantings. Lighting will be added for security and

atmosphere, highlighting the canopy of the live oaks that line Newcomb Place

- Construction will start May 18, 2009 and will be completed in early December
 - The total cost will be \$1,450,000 and will be 100% donor funded
- Dinwiddie Hall Renovation
- Total project budget is \$13 million
 - Construction will begin June 2009 and last until July 2010
 - The renovation of Dinwiddie Hall will be Tulane first LEED (Leadership in Energy and Environmental Design) certified construction project
- Freret and Willow Street Lighting Corridor
- Lighting upgrade for campus security
 - Schedule: 2009
 - Budget: \$200,000
 - 29 fixtures will be replaced and 39 fixtures will be added
- Residential College II
- Previous site of Old and New Doris Residence Halls
 - 278 beds
 - Second Residential College
 - LEED Silver certification
- Willow Street Garden
- Re-greening of site, which previously served as the staging site for construction of Wall Residential College
 - Lawn
 - Bocce court
 - Shaded seating areas
 - Trellis
 - Student planting beds and tool shed
 - Six students designed and built benches fabricated and installed by May 15th
 - Phase I: \$39,840 (Feb-Sept 2009)
 - Phase II: \$120,160 (Sept 2009-Mar 2010)
 - 100% donor funded
- Basketball/Volleyball Practice Facility and Future Game Day Venue

- Architect-Gould Evans Associates (Kansas City) with Lee Ledbetter & Associates (New Orleans)
- Total project costs is \$13,000,000
- Square footage of practice Facility is 43,500 gsf
- Square footage of Future Game Day Venue is 110,000 gsf (5000 seats)
- Fundraising will begin May 2009 on
- Practice Facility for Men's and Women's basketball, Women's volleyball
- Office suites for coaches and staff

➤ Alumni House

- FEMA process updates
 - Elevation of main house completed
 - FEMA issued decision that Annex Mitigation was ineligible for funding
 - University has filed an appeal to the FEMA decision
 - Requested approval from FEMA/GOHSEP to phase the work in order to start build-back of the main house at the earliest possible date
 - Re-versioning of Project Worksheet authorizing phasing of the project required for reimbursements
 - FEMA/GOHSEP performing "Fair and Reasonable" test on pricing for main house
 - Upon acceptance of pricing as "Fair and Reasonable" by FEAM/GOHSEP a contractor will be retained to commence work
 - Estimate 10 to 12 weeks to complete the above process

Rick Powell, Representative to the Board

- Great report from St. Paul Bourgeois to the Board of Tulane. It was well received
- The meeting was well attended and focused on revenue
- The chairman of the board will change in July. Phil Greer has been a great chairman for the past 3 years during the post Katrina recovery. He has provided great stability to the institution.
- Jay Lapayre will bring a good perspective to help locals feel reassured because Tulane does depend on it's relationship with New Orleans
- 3 new members will join the Board of Tulane
- Tom Hopkins will be the new TAA Representative to the Board of Tulane
- St. Paul added that the report he gave to the Board will be available. The Tulane Board really took interest in the goals and achievements of the TAA. Good work to Charlotte.

- St. Paul also thanked Rick for a job well done as the TAA Representative to the Board

Charlotte Travieso, Director, Alumni Affairs

- Welcomed and thanked everyone for attending the meeting and recognized new board members
- Please check your info in the TAA Directory. If your info is incorrect please fill out the update form and give to Hillary Green
- There is also a schedule of upcoming board meetings. We are talking about combining the winter and spring meeting.
- Launched the new Alumni website. Chloe Wicks did a great job on the website. Give Carl tremendous credit for keeping up with the listserv and our online community
- Grad Fest in March was a huge success. We processed about 1100 students during the 2 days of Grad Fest
- President –elect is responsible for giving the Strategic Plan update at every board meeting
- Tomorrow is the Awards celebration at 11am at the Audubon Tea Room. Will be honoring 7 people. 3 of whom are Science and Engineering grads

Suzanne Valtierra, Strategic Plan Update

Connecting with Alumni:

- The alumni office launched a new alumni website. The rotating images, music, access to videos and photos, and the focus on accessibility make the website increasingly more attractive and user friendly. Check it out at <http://tulane.edu/alumni>. The Medical School and Law School alumni pages are reachable from the alumni site. The T Club is working on having its own page.
- The alumni office is launched the new TALL program- Tulane Alumni Lifelong Learning – in cooperation with the School of Continuing Studies. Sessions are held at 3:15 p.m. on the third Tuesday of every month in the LBC. The inaugural (March) speaker was Peter Ricchiuti on the subject of the economy and the April speaker was Kevin Fontenot who gave a lively lecture on Cajun music
- Tulane is one of 100 universities participating in YouTubeEdu. Alumni can watch their choice of class room lectures, commencement addresses and speeches by going to <http://www.youtube.com/edu>. We are working to include the awards celebration and the TALL program lectures
- As of 3/31/09, alumni clubs organized 210 events in 36 cities, attracting almost 9,000 people
- Over a two day period in March, the alumni office and the TAA board president greeted 1,200 outgoing students at Grad Fest.
- The first in a new series of alumni dinners was held on April 6 at the 183 Club for Sophomores and local alumni

Building and Rebuilding the TAA Image:

- The board president St. Paul Bourgeois gave a presentation to the Board of Tulane on March 19 highlighting the TAA's activities and progress within its 3 year strategic plan
- The Community Outreach Taskforce worked with the alumni clubs to organize tree planting in 15 club cities on or around March 28 for the Wave of Green. A survey is being distributed to all club presidents whether they had a tree planting or not, to gauge the project's effectiveness in preparation for making plans for next year's Tulane alumni community outreach

“Back To School” Session: Bruce Raeburn, Curator, Hogan Jazz Archive

The **Hogan Jazz Archive**, a department within Tulane University's Special Collections Division, is a renowned resource for New Orleans Jazz research. Our collection includes oral histories, recorded music, photographs and film, and sheet music and orchestrations. We also maintain files of manuscripts, clippings, and bibliographic references. We publish the Jazz Archivist, the semi-annual newsletter of the Hogan Jazz Archive. It includes articles by scholars who have used the holdings of our archive on different aspects of jazz history, along with news of our archive, our collections, and programs.

Committee/Task Force Reports:

- Awards Committee
 - Encourage everyone to attend the Awards Ceremony
- Finance Committee
 - No report
- Marketing/Communications Committee
 - Alumni staff will be working with their cities to get Facebook pages in compliance with the guidelines
 - Want to have Tulane to have an official link to Facebook on the main page
 - Thanks to committee for a job well done
- Nominating Committee
 - Committee was very pleased with all of the nominees
- Programming Committee
 - Brainstorming with Rusty about planning events for the July meeting in Atlanta
- Student Outreach Committee
 - No report
- Tulane Clubs Committee

- Great Presidents meeting on yesterday
- Trying to connect presidents with Tulane Administration in a very active way so we can figure out ways to help each other accomplish our mission
- Have a line of communications through club presidents and Career Services
- Having a networking event in cities while students are out in January

- Athletics Task Force
 - No report

- Community Outreach Task Force
 - Wave of Green was March 28
 - 12 club cities participated
 - Thanked committee and Ashley Perkins for a job well done

- Old Business
 - No report

- New Business

St. Paul presented certificates to the outgoing Directors and gifts to the Officers. Charlotte thanked St. Paul for a job well done and also presented him with a Tulane ring and glass block

Closing Remarks — St. Paul Bourgeois, TAA President
Regular session was adjourned at 12:00 p.m.