Minutes of the Penn Alumni Board of Directors &
Council of Representatives Meeting
Saturday, November 9, 2013
College Hall, Room 200
9:00 am to 10:15 am

ATTENDANCE
Howard Adams
Matthew Amalfitano
Dominque Aubry
Allan Bell
Brittany Bell
Dale Bell
Donald Bonk
Saraleah Cogan
Susan Danilow
Ann Dapice
Gerard Donohoe
Lee Spelman Doty
Erica Dunbar
Sarah Fuller
Gizelle Gop
George Graffy
Cheryl Greenstein
Sam Heffner
Dean Henry
JoAnn Harmon Hitt
Harve Hnatiuk
Maria Ho
Louis Hornick
Lela Jacobs
Iris Leon
Dana Michael
Carol Miller
Mary Ellen Miller
Clemson Smith Muniz
Nicole Oddo
Matt O'Malley
Julie Beren Platt
Matthew Quale
Jerry Riesenbach
Andrew Rosenthal
Steve Roth
Greg Smith
Steve Sokolow
Gary Survis
Lorraine Survis
Emmanuel Survis
Darius Treadwell
Alice Waddington
Orville Walls
Ryan Weicker
Sue Wishnow
Stephanie Yee
Carlin Yuen
Deborah Zajkowski
Paul Zantzinger
Dennie Zastrow

STAFF
Elise Betz
Alyssa D’Alconzo
Tara Davies
Kris Davitt
Jean Findlay
Kayla Haidara
Colleen Kelly
Emilie LaRosa
Nicole Maloy
Trina Middleton
Medha Narvekar
Kelly O’Connor
Anne Papageorge
Molly Rand
Kiera Reilly
Jennifer Rizzi
Carol Romani
Casey Ryan
Nicole Svonavec
Marge Tinsley
Hoopes Wampler
Lisbeth Willis
John Zeller

Julie Beren Platt, C’79, opened the meeting by thanking everyone for attending. Ms. Platt spoke of the Alumni Award of Merit Gala held the previous evening and recognized the Award of Merit recipients who were in attendance. Ms. Platt also recognized Allan Bell, Lee Spelman Doty, Susan Danilow, Sarah Fuller and Andrea Laporte, the current Trustees in attendance. Ms. Platt asked for a motion to approve the May 11 Board Meeting minutes. A motion was made, seconded and approved. Ms. Platt announced the following recommendations for the slate of three alumni to fill the Alumni Trustee positions for five -year terms beginning January 1, 2014:

Connie Duckworth, WG’79
A motion to approve the recommended slate was made, seconded and approved. Ms. Platt also recognized the transition of three Alumni Trustees to Term Trustees:

David Ertel, W’87, WG’88
Sarah Fuller, CW’71
Michael Kowalski, W’74

Ms. Platt noted there are three Trustee openings for the year beginning January 2015. The deadline for nominations is January 10, 2014 and she encouraged submissions of nominations to be sent to Trina Middleton.

Ms. Platt spoke of the Shared Interest Groups and welcomed the first Shared Interest Group to complete the application process and to be approved by the Executive Committee for formal recognition – the Penn Jewish Alumni Network, represented at the meeting by Brittany Bell. She also noted the Executive Committee will be undertaking a special project moving into the new fiscal year. They will work to reset and create common goals for Alumni Relations and the Penn Alumni Board and Council of Representatives. The main objective will be to review, align and agree upon the stated mission and vision as detailed by the Penn Alumni by-laws. Ms. Platt noted she looked forward to working with members of the Executive Committee on this project.

Alumni Relations Report
Hoopes Wampler welcomed new staff members Alyssa D’Alconzo, GRD’11, Director of Alumni Education, Career Networking and Penn Alumni Travel, and Brian Anders, Sweeten House Building Manager and Administrative Assistant for the Penn Alumni Interview Program. Mr. Wampler noted the success of the Gala and congratulated the award recipients. He noted the many varied Homecoming events being offered over the weekend. Mr. Wampler spoke about the newly revamped QuakerNet and noted the vast improvement over the previous QuakerNet platform. He noted the links to social media, and new features and improvements to QuakerNet, and stated over 41,000 alumni updated their profiles in the first month. He encouraged attendees to access QuakerNet and fill out their profile. Finally, Mr. Wampler mentioned changes to the Penn Alumni Website which will be coming in mid to late January, and will include a completely new look and updated content.

Mr. Wampler mentioned the following upcoming events:

Engaging Minds New York December 7

Penn 2 You programs:
Atlanta February 5
Miami February 6
Silicon Valley March - TBD
Mr. Wampler, having missed the previous May meeting, thanked Lee Spelman Doty, W’76, for her service to Penn Alumni president and also welcomed Julie Beren Platt, C’79, to the role as the new Penn Alumni President.

The Penn Fund Report
JoAnn Harmon Hitt, W’83, Chair of the Penn Fund Executive Board, shared the following fiscal year 2013 highlights:

- The Penn Fund received the CASE Award of Excellence
- 81.7% of FY’13 Penn Fund donors gave between $1 and $999. Together they gave more than $2.96 million in support of undergraduate education at Penn.
- For gifts of $1-249 there were 17,077 donors, which resulted in $1.23 million and was comprised of 64.6% of FY’13 donors
- For gifts of $250-999 there were 4,525 donors, which resulted in $1.73 million and was comprised of 17.1% of FY’13 donors
- 58.4% of FY’13 alumni donors giving to The Penn Fund were members of the Ivy Stone Society
- FY’14 goals - to have 27,000 or more donors and $31M or more in cash

Committee Reports

Alumni Programming
Kyle Kozloff, W’90, Chair of the Programming Committee, noted the committee serves as a liaison to other Penn Alumni groups to establish point of connection and clarify priorities. He noted the Programming Committee’s mission is to assist Alumni Relations in developing, branding and marketing programs to alumni, including social, educational and professional development activities on campus, off-campus and online. The Alumni Programming Committee also works to promote communication efforts with social media and will assist in the review of the updated Penn Alumni website. Also noted was the work the committee did with Alumni Relations for the Alumni Award of Merit Gala, assisting with program modifications and alumni outreach to presenters and honorees. Mr. Kozloff spoke of the Faculty Award of Merit established by Penn Alumni and the Office of the Provost. The Alumni Programming Committee will serve as the selection committee for the recipient of the Faculty Award of Merit and the presentation will be made on February 28 at the Penn Alumni Volunteer Leadership Retreat.

Penn Traditions
Mia Garucci, C’14 and Alex Metzman, C’16, spoke about the Penn Traditions program. They noted that Penn Traditions celebrates Penn’s History and gets students excited about Penn student life. Penn Traditions supports student groups in their work and helps them engage with alumni. They connect undergraduates with the means to host their own programming. They take pride in creating their own initiatives such as student philanthropy, Sweeten Study hours and the Final Toast. They also promote giving through Seniors for The Penn Fund. Penn Traditions strives to cultivate a strong community under the Penn Traditions brand.

James Brister Society
Dean Henry, W’74, Co-Chair, spoke about the James Brister Society, stating that is was originally created in 1993 as a development initiative which was known as the Committee on Minority Permanence. It was renamed in 1995 after the first known graduate of color. He noted the representative
accomplishments of the Brister Society include an endowed scholarship fund and emergency grant, a documentary, “Towards Inclusion: Diversity at Penn” and signature events such as the Annual Faculty & Student Leadership Awards, reception for Faculty of Color and Freshman Welcome Dinners. He also noted discussions are currently underway to increase member engagement through new membership criteria and committee structure. A panel discussion was also held during the recent Penn Spectrum event and was attended by approximately 100 alumni. Upcoming plans for the James Brister Society are to involve new members through engaging initiatives and programming content and the 19th Annual Faculty & Student Leadership Awards to be held on April 11, 2014.

Facilities and Real Estate Services Presentation
Anne Pappageorge, Vice President for Facilities Real Estate Services gave her presentation: Penn Connect 2.0: A renewed Vision for the Future.

Adjournment
Ms. Platt concluded the meeting by thanking everyone in attendance.