Penn Alumni Board and Council Meeting

Homecoming Weekend
November 9, 2013
President’s Report

Welcome – Julie Beren Platt, C’79, Penn Alumni President

- Homecoming Weekend festivities

Board Business
- Approval of Board Minutes – May 11, 2013
- Approval of Alumni Trustee Slate
  - Connie Duckworth, WG’79 – Illinois
  - James C. Johnson, C’74, L’77 – Illinois
  - Ramanan Raghavendran, ENG’89, W’89, LPS’12 – New York

- Shared Interest Group – approval of the Penn Jewish Alumni Network
President’s Report

Review of Penn Alumni Board Mission and Vision – Executive Committee

- Review, align and agree upon the stated Mission and Vision as detailed by Article III of the Penn Alumni by-laws

Penn Alumni Bylaws- Article III

- The objectives and purposes of Penn Alumni are to promote the interest and welfare of the University, its students and alumni; to help alumni maintain relationships they formed as students as well as interest in the University; and to establish a medium through which the alumni may support the cause of higher education by the University.
Alumni Relations Update

Hoopes Wampler
Assistant Vice President
Office of Alumni Relations
Starting right after this meeting...

• Class Officer Installation
• Life in the World of Theatre Today
• Auguste Rodin: The Human Experience
• Jason Rhoades show at the ICA
• Quakerfest on the Green
• Penn Alumni Arts Fair
• Football victory over Princeton

• The Blutt Band Slam
• Alumni Film Festival - Head Games
• Taste of Penn
• Alumni Bacchanal
• yPenn Highball
• Sunday at the Morris Arboretum or Mural Arts Tour
- Line Opportunity:

1. Develop a University-wide alumni interface that is customizable by School and Center

2. Solve the multiple login/authentication problem! (Wharton, Pennkey, Harris)

3. Create an alumni datahub that goes beyond a phone book. We have more information than Facebook on our alumni but it gets left behind in our systems. From Atlas, Spike, SRS, and the recent all alumni survey.

4. Move to a platform that will interface with iModules for events registration, marketing, club pages, career management.

The New QuakerNet
Upcoming Events

**Engaging Minds NYC**
- December 7th
- Grand Hyatt, 109 E 42nd St
- With Anita Allen, Adam M. Grant and Rakesh Vohra

**Penn 2 You**
- Atlanta and Miami – February 2014 with Penn Vet
- Silicon Valley – March 2014 with Engineering
JoAnn Harmon Hitt, Chair
The Penn Fund Executive Board
The Penn Fund Update
Things to share...
Penn Fund FY’13 Results

Gifts of $1-249

- 17,077 donors
- $1.23 million
- 64.6% of FY13 donors

Gifts of $250-999

- 4,525 donors
- $1.73 million
- 17.1% of FY13 donors
Penn Fund FY’13 Results

81.7% of FY’13 Penn Fund donors gave between $1 and $999. Together they gave more than $2.96M in support of undergraduate education at Penn.

Participation Matters.
Every Gift. Every Year. Every Proud Penn Quaker.

Join Us.
FY’14 Goals

27,000 (or more) Alumni Donors
$31M (or more) in Cash
FY’14 Alumni Donor Progress to Goal

- 20% to goal.
- +694 donors over FY’13 or 14.7%.
- 679 donors secured last week.

FY’14 Cash Receipts Progress to Goal

- 14.4% to goal.
- +$1M+ over FY’13 or 32.2%.
- Over $633,000+ secured last week.

Data current as of 11/3/2013
58.4% of alumni donors giving to The Penn Fund in FY’13 were members of the Ivy Stone Society.

The Penn Fund

A Penn Tradition Since 1927
Mission
To assist Alumni Relations in developing, branding, and marketing programming for alumni, including social, educational, and professional development activities held on-campus, off-campus, and online.
Recent Activity

- Penn Alumni Committee Liaisons
  - Establish point of connection (Implemented, Volunteer Retreat 2013)
  - Clarify priorities

- Communication Efforts
  - Social media
  - Penn Alumni website

- Award of Merit Gala
  - Worked with AR on program modifications
  - Alumni outreach to presenters and honorees
New and Noteworthy

Faculty Award of Merit

- Established by Penn Alumni and the Office of the Provost
- The APC is the selection committee
- Selection to be made during the first week of December
- Presentation will be February 28, at the Penn Alumni Volunteer Leadership Retreat
Penn Traditions: Mia Garuccio & Alex Metzman
Penn Traditions: Partnerships

• Supporting student groups in their work to engage with alumni

• Connecting undergrads with the means to host their own programming
  – Class Board, Cultural Centers, Performing Arts, Greek Life

• Past funded events have included:
  – Muslim Student Association Alumni Banquet
  – Wharton Council’s NYC Networking Day
  – PRISM Senior Dessert Social
  – Oktoberfest Fall Festival
  – Senior Feb Club
Penn Traditions: Partnerships

Create and Execute Our Own Initiatives

New Penn Traditions
- Sweeten Study Hours
- Final Toast

Student Philanthropy Education
- Seniors for The Penn Fund

Alumni-Student Networking
- Post-Penn Perspectives Panel
- Class Ambassadors

Cultivate a Strong Community Under the Penn Traditions Brand
James Brister Society Focus

Originally created in 1993 as a development initiative: Committee on Minority Permanence

Renamed in 1995 for the first known graduate of color

Representative accomplishments
Endowed Scholarship Fund and Emergency Grant
Documentary: “Towards Inclusion: Diversity at Penn”
“Signature Events”: Annual Faculty & Student Leadership Awards; Receptions for Faculty of Color; Freshman Welcome Dinners

Discussions Held Regarding Increasing Member Engagement
Membership Criteria
Committee Structure
Panel Discussion During Penn Spectrum

Goal was to encourage new members to join

Included JBS members and moderated by Vice President & University Secretary Leslie Kruhly

Attended by approximately 100 alums

Upcoming Plans
Identification of Committee Co-Chairs: Membership, Communications and Programming

Engagement of new members through engaging initiatives and programming content

19th Annual Faculty & Student Leadership Awards on April 11, 2014
Penn Alumni Board and Council Meeting

Alumni Weekend
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