



Alumni Council Meeting Minutes (6 June 2025)

Meeting Attendance

Those in attendance indicated in bold

Council Members	Staff and Faculty
Nancy Baxter Belunis '82 Calvin Bembry II '19 g'20 Eric D. Biddle '82 David E. Christopher '96 Cynthia Gilbert Clarke '76 Clayton A. Cooper '13 Valerie Deraville '12 Brian D. Dietrich '02 Robert W. Drummond III '94 Jack T. Follweiler '82 Chris Gahagan '94 Charles T. Gomez '12 Erica Seybert Griste '87 Ashley R. Hileman '08 Jessica A. Long '05 (virtual) Christina Garman Miller '01 g'17 Kweku S. Parker, Jr. '16 g'17 Stacie (Wagner) Patterson '91 Roger J. Rockwell '73 Michelle R. Schoonmaker '06 Adam J. Stanley '08 Jennifer Stark Summers '92 Thomas A. Swavely '82 Anne D. Wakabayashi '11 (virtual) Carol Ann Redzensky Wheeler '91 Christopher W. Whitman '97	Sarah (Isenberg) Bartos '20 , Assistant Director of Annual Giving Bekah Ford '19 , Assistant Director of Career Development/Alumni Engagement David Meadows '98 , Exec. Dir. of Career Development/Alumni Engagement Jason Moran , VP for Enrollment Jacob Novak '19 , Assistant Director of Admissions Tammy Stuber , Associate Director of Career Development Sara Thompson , Director of Annual Giving Jim Troha, President Jim Watt, Vice President for Advancement
	Additional Participants
	Shelby Baker '05, incoming member Pam Kochel '80 , incoming member Carlton Logue '13 , incoming member Jocelyn Rich '96 , incoming member Thomas Tuyen '15 , incoming member Kahley Stewart-Burlingame '18 g'22, incoming member

Meeting Minutes

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10:33 am	Call to Order, Introductions, Review of Agenda and Folder	<ul style="list-style-type: none"> • Jack Follweiler '82, Council President <ul style="list-style-type: none"> ○ Welcome back to campus ○ Around the room – introductions <ul style="list-style-type: none"> ▪ Class year ▪ POE ▪ Brian Deitrich '02 incoming Alumni Council President ○ Review of packet ○ Agenda 	



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		<ul style="list-style-type: none"> ○ How-to access wifi ○ Events 	
10:35 am	Approval of March 1, 2025 Minutes	<ul style="list-style-type: none"> • Jack Follweiler '82, Council President <ul style="list-style-type: none"> ○ Motion to Approve by Teke Drummond ○ 2nd by Chris Whitman ○ ACCEPTED 	
10:40 am	Sara Thompson	<ul style="list-style-type: none"> • Incoming Director Annual Giving • Welcome • Replacement for Greta Hall who moved on to a position at PSU 	
10:40 am	Alumni Engagement Coordinator position open (Sara moved into the Director of Annual Giving)	<ul style="list-style-type: none"> • Management of students • Coordination of class reunions • Entry Level position • Referrals welcome 	
10:45 am	Jack Follweiler – reflection on his year as President of Alumni Council	<ul style="list-style-type: none"> • Fantastic year • Especially coming back for commencement • Greeting all the graduates • Senior Dinner comments on Jack's speech – his words resonated with them and touched their hearts • Meeting new people while on Council • Recognizing the Alumni Family • Appreciate coming back to Juniata – it transports Jack back to all the great memories at Juniata • Time on Council passed so very quickly • Reminiscent "Is this Tuesday?" 😊 • Rugby musings: We may not have won the game, but we've won the party 🥳 • Jack's roommate recently sent him mimeographed copies of Rugby songs from their Rugby days! 	
11:00 am	Enrollment Present and Future	<ul style="list-style-type: none"> • Jason Moran, VP for Enrollment <ul style="list-style-type: none"> ○ 20 Years New Incoming Enrollment – sawtooth graph ○ Pennsylvania school counts peaked in 2011 ○ Need to expand markets: west, international, etc; however those students do not respond the same way as those in our region ○ World-wide pandemic 2020; no human interaction except for on Zoom/digital ○ Looked to college boards for names to recruit 	



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		<ul style="list-style-type: none"> ○ 2022: moved away from national and focused on backyard (13 counties) and started to see positive outcomes. Launched new academic programs (kinesiology, environmental science, nursing program) ○ Juniata Community Scholarship (JCS) program a contributing factor ○ 3 years of >400 students enrolled (2023/2024/2025) ○ Jason Moran – got a JC EAGLE TATTOO! ○ 🦅 commemorating enrollment >400 ○ Women’s Juniata Volleyball team success ○ Nursing program – approved! Looking now to ask if Fall ’25 students want to change to Nursing ○ Groundbreaking tentatively scheduled for mid-July ’25 ○ Challenges <ul style="list-style-type: none"> ▪ International travel ban ▪ Harvard activities ▪ Visa appointments ‘on hold’ currently ▪ Reductions in PELL grants (35% of students), student loans ▪ Change in credit requirements to receive PELL grant ▪ Affect to current students/funding ▪ Bridge loans / funding for students in need/pinch. Payback history has not been great. ▪ Cost of higher education increasing ○ Enrollment growth exploration <ul style="list-style-type: none"> ▪ Post 2026 and continuing into the 2030s: challenges due to fewer students due to lower birth rates (2007/2008/2009) ▪ 2024-2025 goal – explore a more aggressive recruitment philosophy ▪ High School graduates looking toward more technical education and not higher education ▪ Enrollment Growth Working Group created 	



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		<ul style="list-style-type: none"> • Ideation • PIVOT • 3+1 accelerated bachelor and masters program • Accentuate health programs (Nursing, Kinesiology, add in graduate programs) ▪ Identify current things working and ways to optimize <ul style="list-style-type: none"> • Admission offer rates and Yield rates are optimized. Do not want to compromise quality of students we recruit • Exploring more volume to contact potential students • Brand marketing <ul style="list-style-type: none"> ○ Direct marketing – requires a response ○ Brand marketing – get your name out there with no call to action. Allow potential students and Juniata to get to know each other. • Challenge: Juniata familiarity issue • Plan: buy more names • Plan: develop brand strategy to increase familiarity ▪ New academic programs being explored <ul style="list-style-type: none"> • Non-degree • Cyber security • Mental Health ▪ Maximize athletic program rosters <ul style="list-style-type: none"> • Challenges <ul style="list-style-type: none"> ○ Lack of physical space ○ Title IX compliance ○ Larger rosters require more coaching hires, 	



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		<p>equipment, uniforms, training staff</p> <ul style="list-style-type: none"> • New programs considered <ul style="list-style-type: none"> ○ Bowling ○ Wrestling ○ Flag Football ▪ Graduate programs <ul style="list-style-type: none"> • Largest cohort of graduate degrees May '25 • Other institutions have 3-4x the graduate programs offered with ~8 students enrolled in each • Investigate CRNP / PA programs (programs that have caps where other institutions are not capturing all students – more demand than institutions able to accommodate) ○ QUESTIONS <ul style="list-style-type: none"> ▪ New programs being potentially introduced – internships vs actual programs? Actual programs ▪ Faculty teaching graduate programs? ~3% -- brought in adjuncts to deliver the grad programs ▪ How are we targeting students being hit by school closures elsewhere? We don't have rosters but we can go to the clearinghouses to find enrolled students at the closing facility. Then do direct outreach. Also there exists an athletic portal where athletes self-enroll to find another institution when their school closes ▪ How are we creating opportunity with AI? Dedicated group on campus exploring AI. Lauren Bowen organized. Hefty pricetag – need more confidence in the tools. ▪ Continue recruiting current high school sophomores and juniors. The limitation 	



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		<p>was during the pandemic when we could not be in person. Still all in with all High School Years.</p> <ul style="list-style-type: none"> ▪ Personal KPIs on how you're making Jim Watt's life easier? 😊 We need more students that will eventually give back. Key KPI – average cost each student pays to attend Juniata – needs to go up. Do we sacrifice revenue to get volume?? No. <i>Example</i> – current local potential student had a Juniata offer (\$27K/year) – Bucknell offered \$13K/year – Denison offered \$11K/year. 	
11:40 am	Trustee Comments	<ul style="list-style-type: none"> • Cindy Clarke '76, Alumni Trustee <ul style="list-style-type: none"> ○ Share information on Juniata Board mtg ○ April 24-25-26, 2025 ○ Groundbreaking new Gateway Center – will house Nursing program and opportunities for local community health programs ○ Main Meeting <ul style="list-style-type: none"> ▪ Approved budget ▪ Approved Gateway Center budget ▪ Juniata Brand Initiative ▪ Elected new slate of trustees ▪ Juniata needs / master plan <ul style="list-style-type: none"> • Academic renovations – Brumbaugh • Dorm renovations • Field house or wellness center ▪ New capital campaign - \$150M by 2030 <ul style="list-style-type: none"> • Support master plan • 6 areas <ul style="list-style-type: none"> ○ Unrestricted giving ○ High impact needs (Study abroad, etc) ○ Strengthen endowments ○ Campus infrastructure – classroom modernization ○ Student housing/residential 	



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		<ul style="list-style-type: none"> ○ Athletics and infrastructure 	
11:43 am	All Council Goals / Scorecard	<ul style="list-style-type: none"> • Submitted at least one Juniata Community Scholarship – 83% • Participate in career development activity – 91% • Giving – 100% • Nomination Alumni Award and new Council members – 52% • Participate in College activity – 96% • Enrollment <ul style="list-style-type: none"> ○ Direct referrals – 57% ○ Social Media – 100% ○ Letter writing campaign – 100% • Career <ul style="list-style-type: none"> ○ Thank you notes – 78% ○ Career team LinkedIn – 89% ○ Alumni research – 56% • Development <ul style="list-style-type: none"> ○ Identify 3 people for annual scholarship – 50% ○ Recruited new class engagement officers – 60% ○ Sent email to engagement officers – 80% ○ Personal thank you sent to first time and recurring donors – 100% ○ Contact alumni attending a Juniata event – 100% 	
12:03 pm	Working Lunch: Committee Breakout Sessions	<ul style="list-style-type: none"> • Enrollment – Room 2011 • Career – Room 1116 (Rockwell) • Development – Room 2043 Patterson 	
1:02 pm	Reconvene	<ul style="list-style-type: none"> • Jack Follweiler '82, Council President <ul style="list-style-type: none"> ○ Thank you to All today and always 	
1:10 pm	Committee Sharing Report out	<ul style="list-style-type: none"> • Development – Clay Cooper '13 <ul style="list-style-type: none"> ○ Adam Stanley to chair next year ○ Need improvement on communicating our goals to each other ○ New Class Engagement officers found/named ○ Scholarship opportunities confirmed (annual scholarships donated by alumni - \$2500 over 4 years – total of \$10K) ○ End of giving year is right before this spring Alumni Council meeting. We do not have all 	



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		<p>the data yet on our efforts – numbers still coming in</p> <ul style="list-style-type: none"> ○ Thank you cards still need to be written and sent out – to new donors, to recurring donors, to named giving society donors (Cloister) ○ Greta Hall transitioned and Sara Thompson stepping in to the role ○ Sara Bartos is our liaison for Alumni Council ● Enrollment – Teke Drummond '94 <ul style="list-style-type: none"> ○ Erica Griste to chair next year ○ Enrollment up ○ Jason Moran recap ● Career – Kwe Parker '16 g'17 <ul style="list-style-type: none"> ○ Charlie Gomez to chair next year ○ Tammy Stuber JC liaison ○ Brainstorm what to do to utilize AI in the workplace to enhance career opportunities 	
	Recommendations and Discussion	<ul style="list-style-type: none"> ● Jack Follweiler '82, Council President 	
1:17 pm	Alumni Staff Comments	<ul style="list-style-type: none"> ● David Meadows '98, Executive Director of Career Development and Alumni Engagement <ul style="list-style-type: none"> ○ Next campaign APPROVED ○ Working with a consulting firm – under the umbrella of Huron: GG+A Huron GG+A Global Philanthropy GG+A Huron ○ Focus groups established, survey out to all donors, Sara Thompson out in the field. ○ Huron report out with findings <ul style="list-style-type: none"> ▪ Alumni engagement ▪ Positives ▪ Areas of improvement ▪ Sense of Trust from alumni ○ Alumni Impact to grow alumni engagement (always) yet vitally important during campaigns ● Bekah Ford '19, Assistant Director of Alumni Engagement and Career Development <ul style="list-style-type: none"> ○ Events <ul style="list-style-type: none"> ▪ All Class Dinner this evening ▪ After Party – Kennedy mezzanine ▪ Troha's Taproom events – see event sheet – NEW ▪ July 5, 2025- Church of the Brethren event 	



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		<ul style="list-style-type: none"> ▪ September 12, 2025 – Student Networking Dinner for Alumni Council ▪ September 13, 2025 – Alumni Council Meeting ▪ October 3-4-5, 2025 - Homecoming ○ Thank you to all volunteers helping with medallions for the 50th reunion class, setting up for Q&A, etc 	
1:30 pm	Recognition of Outgoing Council Members	<ul style="list-style-type: none"> • Jack Follweiler '82, Council President <ul style="list-style-type: none"> ○ Jess Long ○ Michelle Schoonmaker ○ Cindy Clarke ○ Nancy Belunis ○ Kwe Parker ○ Teke Drummond ○ Val Deraville <p>Clay Cooper – next Alumni Trustee</p> <p>Thank you all for your service!! Please continue your engagement and love of Juniata!</p>	
1:40 pm	Passing of the Gavel	<ul style="list-style-type: none"> • Jack Follweiler '82 / Brian Dietrich '02 • If anyone interested in a leadership position on Alumni Council, please put your name in the hat! 😊 	
1:42 pm	Adjournment	<ul style="list-style-type: none"> • Brian Dietrich '02, Incoming Council President <ul style="list-style-type: none"> ○ Meeting adjourned at 1:42 pm 	