



Alumni Council Meeting Minutes (1 March 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. (Teke) Drummond III '94 Jack T. Follweiler '82 Charles T. Gomez '12 Erica Seybert Griste '87 Ashley R. Hileman '08 Jessica A. Long '05 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 Carol Ann Redzensky Wheeler '91 Christopher W. Whitman '97	Bekah Ford '19 , Assistant Director of Career Development/Alumni Engagement Greta Hall , Director of Annual Giving (committee only) David Meadows '98 , Exec. Dir. of Career Development/Alumni Engagement Jacob Novak '19 , Assistant Director of Admissions (committee only) Tammy Stuber , Associate Director of Career Development Sara Thompson , Alumni Engagement Coordinator Jim Troha , President Jim Watt , Vice President for Advancement
	Additional Participants
	<u>Faculty Representative(s):</u> Katie Hildebrand '01, Assistant Professor of Education Matt Powell , Professor of Geology, Director of Institutional Research <u>Student Representative(s):</u> Alyssa Clark '27 (lunch only) Shawn Gamble '26 (lunch only) Jade Michalowski '27 Spriha Pokharel '28 (lunch only) Sam Zercher '24 g'25

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9:00a – 9:08a	Call to Order, Welcome, Review of Agenda and Packet	<ul style="list-style-type: none"> Jack Follweiler '82, Council President <ul style="list-style-type: none"> Covered packet information 	
9:09a- 9:10a	Approval of October 19, 2024 Minutes	<ul style="list-style-type: none"> Jack Follweiler '82, Council President <ul style="list-style-type: none"> Motion to Approve by Teke Drummond '94 2nd by Erica Griste '87 	
9:11a – 9:27a	Welcome Activity	<ul style="list-style-type: none"> Erica (Seybert) Griste '87 <ul style="list-style-type: none"> History on her icebreaker history/activity March 1st theme/spirit 	



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		<ul style="list-style-type: none"> ▪ How did you come TO Juniata (lamb / lion) ▪ How did you go OUT from Juniata (lamb/lion) ▪ 4 groups exchanged stories 	
9:28a – 9:39a	Approval of Slate	<ul style="list-style-type: none"> • Michelle Schoonmaker '06 <ul style="list-style-type: none"> ○ Review of current leadership committee and slate ○ Awards and Nominations committee activities summary ○ Looking for nominations for Humanitarian Award <ul style="list-style-type: none"> ▪ Definition is broad ▪ Can be local to the community or wider reaching ▪ Any nominations can be submitted to the Awards and Nominations Committee or anyone on the committee ○ Looking for Nominations in general <ul style="list-style-type: none"> ▪ Committee will find the best match for where the person belongs (category) ○ Thank you for the hard work done by this committee! ○ Review of Slate nominees <ul style="list-style-type: none"> ▪ Alumni Trustees ▪ Alumni Awards ▪ Members at Large (council membership, geography) ○ Approved by Council 	
9:40a – 9:50a	Faculty Comments	<ul style="list-style-type: none"> • Matt Powell, Professor of Geology <ul style="list-style-type: none"> ○ Newest member of Alumni Council (academic staff) ○ Impact executive orders on higher education <ul style="list-style-type: none"> ▪ EDI ▪ Immigration ▪ Title IX ▪ Student Loans ○ Impact of federal funding (lack of) – hiring freezes ○ Impact on grant funding 	



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		<ul style="list-style-type: none"> ○ Dept of Education – Pell grants and Student loans will NOT be frozen ○ EDI – Juniata reviewing programs ○ Immigration – some students experiencing high anxiety ○ Transgender – no athletes in this category at Juniata (Title IX) ○ Juniata being proactive on responses to Executive orders ○ Limited depreciation funding – impact on furniture, screens, etc. (worst residence halls) ○ Incoming academic preparedness – students are risk averse in this current landscape ○ Q: are recent executive orders affecting marketing efforts? (A: no changes – could be some concerns on VISAs and international student impacts) 	
9:51a – 10:01a	Trustee Comments	<ul style="list-style-type: none"> • David Christopher '96, Alumni Trustee <ul style="list-style-type: none"> ○ Trustees met virtually on 2/7/25 <ul style="list-style-type: none"> ▪ Moved forward with USDA loan – 17th Street/Nursing Building project ▪ New Director of Nursing hire – Jennifer DellAntonio (working to become accredited; once accredited can enroll students) ▪ 17th Street updates – Located in Baker Guest House area <ul style="list-style-type: none"> • Will build a 3-story building • Top Floor: New home for Nursing program • Will allow expansion for allied health / pre-health professions • Will allow Primary Care Services for residents of Huntingdon County. ▪ Capital campaign to identify improvements needed to buildings <ul style="list-style-type: none"> • Brumbaugh Academic Center • Residence Halls • Student Living (hangout space, different living arrangement other than 2 students to a room) 	



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		<ul style="list-style-type: none"> • Ideas – student life center building ▪ Investigating Solar Farm option for (location / ground being donated – not finalized) ▪ 7 people added to the pool for honorary degrees ▪ Museum items being reviewed (in storage). Some can be sold. Some not in good condition. ▪ Goal to have enrollment of 400+ students per year 	
10:02a – 10:49a	Campaign Update	<ul style="list-style-type: none"> • Jim Watt, VP for Advancement & New Strategic Initiatives <ul style="list-style-type: none"> ○ Advancement Organizational Leadership Chart was handed out (Thanks, Josie!) ○ Key contact numbers on this handout (email addresses, phone numbers) ○ Jim had conversation with Matt Powell – Jim’s son (Dom) attends Juniata. (Jim’s son is inquisitive – and TALL 😊) ○ NEW CAMPAIGN will tentatively launch in April 2025 – goal line ~2029/2030 <ul style="list-style-type: none"> ▪ “campaigns” = artificial deadlines to encourage giving ▪ Undergraduate provides ~ 62% revenue ▪ Remainder – giving ▪ Day of Giving – Alumni Council who sponsor events, challenges, etc. – THANK YOU (Adam Stanley, Jack Follweiler, Nancy Belunis, etc) ▪ Goal Gradient Effect = when you see a finish line, YOU RUN FASTER 🏃 [only if attainable – if not attainable, you QUIT] ▪ Talk about goals and how they are attainable and how to fill any gaps ▪ Balance ambition and actuality ▪ Hired HURON / GG&A (consulting firm) at a discounted rate to identify goals for the campaign (Needs) <ul style="list-style-type: none"> • 5 Focus groups • Met with individuals also 	



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		<ul style="list-style-type: none"> • Survey went out to donors and non-donors • Identify common THEMES for goals that donors are most likely to financially support • Once identified, bring themes to the Board to vote upon (April) • Please take the Survey! <ul style="list-style-type: none"> ▪ Mix of students change rapidly – their outlook and what they want ▪ Alumni change slower ▪ Faculty change even slower ▪ When markets are not stable, donors tend to slow down giving ▪ April 25th – groundbreaking for the 17th Street building ▪ Loan will save \$1M per year – refinancing debt ▪ Tax credits will be a savings (Solar farm, green/sustainability new building) <ul style="list-style-type: none"> ○ WHAT IS OUR GOAL – how do we measure? ○ Q: medical care / new building (space) – primary care is important. What about specialty care (endocrine, cardiology, etc) A: Challenges with health providers not wanting to work with competing other health providers (UPMC, Penn Highlands, Geisinger, etc). All want to participate with Broad Top since they are FQHC (Federally Qualified Health Center) – higher reimbursements and referrals ○ Q: grants. Are there opportunities at Federal level A: There is ~\$3M from state funding. EDA/Federal is uncertain. [Bat deadline for cutting down trees 🦇] ▪ Stonehouse Group being partnered with for design, space. Baker Tilley also has a part in the planning ○ Q: What ideas are coming now for execution down the line? A: Working on enrollment [goal to increase enrollment by ~40 /yr], Branding studies (Beth Homan, VP Marketing). Add programs of demand (ex: kinesiology) 	



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		<ul style="list-style-type: none"> ○ Q: 4-year tuition guarantee – is this option still in play? Commitment to not have more \$ to pay if student does not graduate in 4 years (no fault of their own). In times of uncertainty, could be a boon to potential students. A: No to guaranteed tuition / No to \$ after 4 years -- because we front-load discounts at the start. Annual fund helps defray the tuition increase. Professors help in many ways to control/defray costs for students (books, experiences, etc) 	
10:50a – 11:06a	Break		
11:07a – 11:23a	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"> ○ UPDATES • Tammy Stuber, Associate Director of Career Development <ul style="list-style-type: none"> ○ BEST CAREER DAY EVER! (2.28.25) ○ 124 pre-registered employers ○ 119 present employers – 28% from alumni network ○ Great traffic – full the entire duration ○ Comments from employers <ul style="list-style-type: none"> ▪ Students were well prepared ▪ Student representation was phenomenal ▪ 400+ students – throughput ▪ Special Thanks to the ALUMNI NETWORK representation: Jess Long, Brian Dietrich, Teke Drummond, Jack Follweiler, Erica Griste, Jen Summers ○ Career Clothing Closet – thank you for your donations – Tammy can take donations ALL YEAR LONG! ○ Executive Orders – impact to entry level job offers – competing with federal workers impacted (increases competition) ○ Army Corp of Engineers impacted by Exec Orders (probationary positions) – summer ranger positions for Juniata students – potential impact ○ Pennsylvania Mountain Corp – not impacted by Executive orders 	



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		<ul style="list-style-type: none"> ○ Career Road Trip to The Hershey Company – good feedback ○ Deloitte and UPMC visit coming up ○ Development Committee met this week (Zoom) and had good discussion on how to proactively reach out to students and alumni to assist during these uncertain times (Exec orders / changes) ● Bekah Ford '19, Assistant Director of Alumni Engagement <ul style="list-style-type: none"> ○ Alumni Events – 3 areas <ul style="list-style-type: none"> ▪ Affinity events (rugby reunion, chemistry dept 100th anniversary, choir reunion) ▪ Happy Hours – young alumni ▪ 2nd Tier Alumni Centers – hosting receptions in key areas (NY/NJ, Chicago, Denver, Florida) ○ Day of Giving Happy Hours coming up (March 6) ○ Alumni Weekend (June 5-8) ○ Homecoming & Family weekend (Oct 3-5) – Juniata's 150th Celebration 🎉 	
11:24a – 11:47a	Student Presentations	<ul style="list-style-type: none"> ● David Meadows '98 <ul style="list-style-type: none"> ○ THEME ○ Environmental Students from the Philadelphia area 😊 ● Jade Michalowski '27 <ul style="list-style-type: none"> ○ Sophomore ○ My Juniata Story – from Phila area – appreciation for nature/outdoors, artistic swimming, Wink4Pink ○ 1st generation college student ○ Financially supported her education ○ Found Juniata via spreadsheet 🥰 ○ James Quinter Presidential scholarship ○ Academic Support Peer Mentor ○ Secretary Juniata Chapter American Academy of Environmental Engineers and Scientists ○ Tri-Alpha ○ Juniata College American Association of University Women ○ Pottery 	



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		<ul style="list-style-type: none"> ○ ENVIRONMENTAL ENGINEERING POE <ul style="list-style-type: none"> ▪ Calc, bio, physics, chem ▪ Fluid mechanics, env sustainability, GIS, hydrology ▪ Felt calling to make STEM more inclusive for women and persons of color ▪ Accreditation – fundamentals of engineering exam (FE); Professional Engineering Exam (PE) ▪ Research opportunities (Sustainable practices, food waste, turtles) ○ Future Plans <ul style="list-style-type: none"> ▪ Intern – Project Earth Environmental Engineering & Sustainability (carved out the FIRST intern role 😊) • Sam Zercher '24 g'25 (3+1 Applied Ecology) <ul style="list-style-type: none"> ○ MS Ecology and Natural resource management ○ Appreciation for alumni council, close-knit community ○ Chose Juniata for several reasons <ul style="list-style-type: none"> ▪ Raystown Field Station ▪ Hands-on experiences ▪ Study Abroad (New Zealand); amazing Marine Classes; tramping club; hiked volcanos, camped at glaciers ▪ Traditions: tenting, madrigal, relationships ○ 3+1 MBA <ul style="list-style-type: none"> ▪ Not what I expected – in a GOOD way ▪ Summer Classes ▪ Accelerated experience ▪ Present at Bucknell symposium; great networking experiences ○ EcoNRM program – current path <ul style="list-style-type: none"> ▪ Guinea Pig Group ▪ 6PPD Research ▪ Dedicated time for outside learning ○ FUTURE <ul style="list-style-type: none"> ▪ Alumni connections ▪ Juniata prepared 👍 	
11:50a – 1:00p	Lunch	<ul style="list-style-type: none"> • With Student Presenters, Student Alumni Association Executive Committee, and President Jim Troha 	



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		<ul style="list-style-type: none"> • Alyssa Clark '27 • Shawn Gamble '26 • Jade Michalowski '27 • Spriha Pokharel '28 • Sam Zercher '24 g'25 	
1:03p – 2:04p	Senior Leadership Comments	<ul style="list-style-type: none"> • President Jim Troha <ul style="list-style-type: none"> ○ UPDATES ○ Exec Orders <ul style="list-style-type: none"> ▪ Search of website for DEI matters ▪ Juniata has not been affected in the same way as other states have ○ Sabbatical <ul style="list-style-type: none"> ▪ 6 months [Jan – June 2024] ▪ Difficult to unplug and disconnect ▪ Are “presidential” sabbaticals a “thing” <ul style="list-style-type: none"> • Yes – but rare • Average tenure is 8.5 yrs – now 5 years – getting a sabbatical requires length of service to justify a sabbatical • Age of president (amount of runway ‘left’) • Board of trustees • Contract / leadership continuity / imminent priorities • Institutional talent • Current contract ends 2026 – if renewed, will go to 2029 ○ Sabbatical Framework <ul style="list-style-type: none"> ▪ How to strengthen Juniata ▪ What to learn from other institutions ▪ What to learn about my leadership ▪ Review strategic plans ○ Details <ul style="list-style-type: none"> ▪ Williams ▪ Amherst ▪ Carleton ▪ Grinnell ▪ Highly rated colleges; more ‘rural feel’ ▪ Average endowments are \$2.6B (ours is \$135M) ▪ Average first to second year retention rate 96% (ours is 83%) 	



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		<ul style="list-style-type: none"> ▪ Average undergrad enrollment is 2,000 (ours is 1,250) ▪ Average number of applications is 11,000 (ours is 3,000) ▪ Average acceptance rate is 13% (ours is 70%) ▪ Average faculty to student ratio is 6:1 (ours is 10:1) ○ KEY Questions <ul style="list-style-type: none"> ▪ Presented ahead of the visit ○ UNEXPECTED learning <ul style="list-style-type: none"> ▪ Small town rumors ▪ Was President Troha dying??? ▪ State College Target - wow, this is fabulous 🎯 ▪ Self-reflection ▪ Focus on health and well-being ▪ Retirement (I'm not ready!) ▪ Perspective / "Absence makes the heart grow fonder" ○ SIMILARITIES of visited colleges to Juniata <ul style="list-style-type: none"> ▪ Intellectual Rigor / Engagement / Exploration ▪ Rigorous Peer Review ▪ Access and Affordability ▪ Preservation of liberal arts ▪ Changing nature of support services, mental health needs ▪ Environmental Sustainability ▪ Residential Experience ▪ Commitment to the Arts ▪ Learning by Doing / Experiential Education ▪ Well-Being ▪ Diversity / Inclusion / Accessibility ▪ Global Outlook ▪ Alumni Engagement ▪ International Presence ▪ Size / Scale ▪ Money Matters <ul style="list-style-type: none"> • Power of Endowment • Facilities • Faculty Development / Retention / Recruitment 	



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		<ul style="list-style-type: none"> ○ OPPORTUNITIES <ul style="list-style-type: none"> ▪ Enrollment growth task force ▪ Grow to 1400-1800 enrollment <ul style="list-style-type: none"> • Considerations on growth • Dining hall space • Parking space • Living space • Off-campus living options ▪ Resource prioritization <ul style="list-style-type: none"> • Faculty workload • Endowment strength • Investment to grow external resources ▪ Core Values <ul style="list-style-type: none"> • Inclusivity • KINDNESS • Great place to work and live ○ Q&A <ul style="list-style-type: none"> ▪ Q: Are mergers and acquisitions on the horizon? A: Yes, partnerships have been discussed (example – PennWest College: includes Edinboro, Slippery Rock, California University of Pennsylvania). Conversations are dicey – cannot discuss price/cost in the public domain. ▪ Q: Dorms need renovations yet are not or may not be a priority. Other institutions are not focusing on dorm renovations. A: The colleges visited are also in Rural areas (“Red” areas – politically charged) and choose not to publicly share information as may alienate. ▪ Q: How did other institutions get large endowments? A: Started earlier – after Great Depression – savings for longer periods of time. Alumni are successful (Wall Street for example) and have a strong relationship to the college and will pay it forward when able. ▪ Q: Students here at Juniata are phenomenal. Well spoken, approachable, talented. Down to earth. 	



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		<p>Kind. Are the students at other institutions similar? A: No. They are very serious about their experience. More rigid. We need to strengthen us in ways that are authentic to Juniata (not change us)</p> <ul style="list-style-type: none"> ▪ Q: What did you learn about leadership during your sabbatical? Change management, etc. A: Search firms “like” people like President Troha...being able to navigate the change ahead is a solid, needed skill set. Especially with years of real-world experience. President Troha: “I need to make sure not to overstay my time and be mindful of what Juniata needs, I can deliver or obtain another person with the correct skill set.” ▪ Reminiscing back to 2013 – hearing all the accomplishments of President Kepple. ▪ Jack Follweiler – how to increase our Alumni Engagement? <ul style="list-style-type: none"> • Right out of the gate, incoming freshman – bring these people into the fold right away. They are needing to be engaged right away as a cultural, important, needed part of the Juniata family. 	
2:05p – 2:13p	Committee Goals and Scorecard	<ul style="list-style-type: none"> • Jack Follweiler '82, Council President <ul style="list-style-type: none"> ○ 21 out of 25 responses received ○ Scholarship submission 71% ○ Participation 81% ○ Made annual gift 85% ○ Submit nomination for Alumni Award or Council 43% ○ Participate in at least one college activity 67% ○ Enrollment committee – 6 out of 7 responses received <ul style="list-style-type: none"> ▪ Referral to Juniata 50% ▪ Social media postings 100% 	



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		<ul style="list-style-type: none"> ▪ Participate in card / letter writing 50% ○ Career committee – 7 out of 9 responses <ul style="list-style-type: none"> ▪ Notes – 43% ▪ LinkedIn posts 75% ▪ Alumni employment / research 25% ○ Development committee – 5 out of 6 responses <ul style="list-style-type: none"> ▪ Identify for annual scholarship 40% ▪ Recruit 10 new CEOs 0% ▪ Send email with photo to CEOs 80% ▪ Personalized thank-yous to first time donors 40% ▪ Contact anyone attended Juniata event but hasn't given by May 1st 40% 	
2:15p - 3:12p	Committee Breakout Sessions	<ul style="list-style-type: none"> • Enrollment – Pheasant lounge • Career - Rockwell • Development – Patterson <p>Letter writing – first time donors, 5-year donors, recurring donors</p>	
3:14p – 3:23p	Committee Reports	<ul style="list-style-type: none"> • Career – Kwe Parker '16 g'17 <ul style="list-style-type: none"> ○ Letter writing activity completed! ○ Interaction with Career Development LinkedIn page – significant progress and traffic to page ○ Update alumni contact information – in progress • Enrollment – Teke Drummond '94 <ul style="list-style-type: none"> ○ Eric/David/Cindy from Board ○ Unable to do Fall letter writing campaign – tabled ○ Sprint writing campaign – complete! ○ Juniata Community Scholarship referrals – up significantly this past year ○ Current enrollment: <ul style="list-style-type: none"> ▪ 136 Deposited students ▪ On track as per prior years ▪ Note: Nancy Belunis will donate an additional \$1000 if we get 25 donors to contribute to the Super internship fund • Development – Clay Cooper '13 <ul style="list-style-type: none"> ○ Letter writing campaign – successful ○ Recognized first time donors, 5-year consecutive donors, recurring donors ○ Day of Giving swag – T-shirts, Eagle, Croc jibbitz, tumblers ○ Engagement from Alumni Council 	



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		<ul style="list-style-type: none"> ○ Strategic ideas on first point of contact to alumni network for potential donors 	
3:24p – 3:27p	Debrief and Wrap-up	<ul style="list-style-type: none"> • Jack Follweiler '82, Council President <ul style="list-style-type: none"> ○ Next alumni council meeting is FRIDAY June 6, 2025 – tentative to start ~10am (with group photo) and working lunch ○ PLEASE answer survey that came out in email – does not come from a Juniata email. Reminder email will come out also. ○ DAY OF GIVING – March 6, 2025 ○ May we please have a photo of Val's baby if she agrees to share ?? 	
3:30p	Adjournment	<ul style="list-style-type: none"> • Jack Follweiler '82, Council President 	