



Alumni Council Meeting Minutes (19 October 2024)

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 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 (virtually) Carol Ann Redzensky Wheeler '91 Christopher W. Whitman '97	Lauren Bowen, Provost Bekah Ford '19, Assistant Director of Career Development/Alumni Engagement Greta Hall, Director of Annual Giving David Meadows '98, Exec. Dir. of Career Development/Alumni Engagement Jacob Novak '19, Assistant Director of Admissions Tammy Stuber, Associate Director of Career Development Sara Thompson, Alumni Engagement Coordinator Jim Troha, President Jim Watt, Vice President for Advancement Samantha Watters, Assistant Director of Stewardship
	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> Grant Lorelli '25, Super Intern Kate Hutton '25, Super Intern <u>Other Guests:</u> Jamie Weaver, Dean of International Education

Meeting Minutes

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9:02am	Call to Order, Welcome, Introductions	<ul style="list-style-type: none"> • Jack Follweiler '82, Council President <ul style="list-style-type: none"> ○ Welcome ○ New members announcements – Ashley Hileman '08, Tom Swavely '82 (not present), Stacie Patterson '91, Anne Wakabayashi '11 (not present), Chris Whitman '97 ○ Thanks to all for submitting information for the Council meeting ○ Intros around the room: share class year – where you live – favorite thing or memory about Juniata 	



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		<ul style="list-style-type: none"> ○ Review of packet ○ Recap of student networking dinner ○ Recap of Nobuntu performance ○ Recap of networking at firepit / social ○ Review agenda for Council meeting ○ Upcoming networking events ○ Future meeting schedule 	
9:26 am	Approval of June 7, 2024 Minutes	<ul style="list-style-type: none"> ● Jack Follweiler '82, Council President <ul style="list-style-type: none"> ○ Motion to approve by Robert W. Drummond III '94 ○ 2nd by Erica (Seybert) Griste '87 ○ Please submit feedback to Jack Follweiler and David Meadows for any suggestions to the Council meeting format 	
9:28 am	Alumni Council Purpose	<ul style="list-style-type: none"> ● Volunteerism ● Official channel of communication between Alumni and College ● Networking Conduit – leverage alumni – connections are important ● Connecting with students ● Ambassadors for Juniata 	
9:35 am	Welcome Activity	<ul style="list-style-type: none"> ● Brian Dietrich '02, Council Vice President <ul style="list-style-type: none"> ○ Breakout into groups ○ “Dinner Party” – invite 3 people: *historical *celebrity * Juniata experience 	
9:50 am	Faculty Comments	<ul style="list-style-type: none"> ● Katie Hildebrand '01, Assistant Professor of Education <ul style="list-style-type: none"> ○ Scholars program <ul style="list-style-type: none"> ▪ Similar to an Honors Program. Ask students to give back to Juniata by participating in a leadership opportunity. <ul style="list-style-type: none"> ● Leadership seminar -Fall ● Fellowship seminar ● Scholar series ● Build community – goal – build resilience ▪ To get scholars off the ground, working backwards. Enlist faculty to identify Sophomores and Juniors – then ask how they would make Juniata more dynamic ▪ Information session held with ~28 students ▪ Goal to have the program be a model for other colleges (10-year timeline) ○ Statton Learning Commons <ul style="list-style-type: none"> ▪ Scholars meetings held here 	

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		<ul style="list-style-type: none"> ▪ Junior level classes for future teachers held here ▪ Always busy – very used by students ○ Athletes <ul style="list-style-type: none"> ○ Class mix - ~50% athletes in many classes ○ Post COVID – seeing decline in extra-curricular ○ Some students are equally driven by academics and athletics; others it's a different mix ○ Broad Top Medical <ul style="list-style-type: none"> ○ Some classes require prerequisites – TB testing, etc ○ Seems to be going well ○ Recent change to off-campus medical solution ○ Located in Sill Business Center (near Sheetz) ○ Presence / Involve – Rewards program <ul style="list-style-type: none"> ○ Tracks student participation in campus events with an app ○ Points system (Prizes) ○ Council idea – encourage students to share their Juniata experience with their home community/high school and receive points ○ Encourages campus life participation ○ Can help identify events doing well and those students who are not engaged; isolated ○ Faculty Representative Changes <ul style="list-style-type: none"> ○ Jim Tuten – no longer participating in Alumni Council as Faculty Representative ○ Matt Powell – new member participating in Alumni Council, taking Jim's place 	
10:07 am	Administration Comments	<ul style="list-style-type: none"> • Jamie Weaver, Dean of International Education <ul style="list-style-type: none"> ○ weaverj@juniata.edu ○ Been at Juniata for 2.5 years – serving in Dean role for 1.5 years ○ Study Abroad is one key area but not the only area. Partner with international students, campus internationalization, and scholarships ○ International Students (Degree seeking students – not study abroad coming here) 	



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		<ul style="list-style-type: none"> ▪ Used to be handled in-house ▪ Enrollment vs applicants ▪ 2024 – trending down for # enrolled ▪ Cautionary tale – some international students were using Juniata as a conduit (pipeline) to getting VISAs and then transferring (higher transfer rates identified for these reasons) ▪ Transfer rate for first 2 years ~60% ▪ 10% of student body are International Students ○ Campus Internationalization <ul style="list-style-type: none"> ▪ Language in Motion – students that have had international experience to showcase that experience to the community (high schools) and hone presentation skills ▪ Dia de los Muertos ▪ International Dinners (Vietnamese Dinner, Latin American Dinner, Diwali Dinner, etc.) ▪ Friendship Families (35 students paired with ~18 families) ▪ Multicultural Storyfest ▪ International topics /guest speakers ▪ 5% of faculty are International and visiting scholars ○ Study Abroad (credit bearing experience) <ul style="list-style-type: none"> ▪ Shift in Study Abroad <i>away</i> from semester or yearlong programs toward shorter programs ▪ Faculty led programs – teach on campus then a short visit abroad (1 week, for example) ▪ 2024: 13 faculty-led programs available ▪ Decrease in language immersion program demand ○ Scholarships <ul style="list-style-type: none"> ▪ If a semester or year-long experience – tuition applies ▪ If going on faculty led experience – tuition does NOT apply ▪ Eagles Abroad money applies (students interview for scholarship opportunity – fully 	



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		<p>funded summer experience / language immersion)</p> <ul style="list-style-type: none"> ▪ Programs over Spring break or Fall break are all Faculty Led ○ Brethren College Abroad program closed ○ Support for ESL available on campus (30-35 students in the program who need ESL support) ○ Faculty Led programs are above and beyond for faculty. Added time, planning, strategy, etc. Jamie Weaver assists with support and 1:1 with the faculty leaders. ○ Jamie Weaver and Public Safety Officer work closely to monitor any safety or international alerts. Zurich is the international insurance arm that keeps close monitoring also 	
10:42 am	Break		
10:54 am	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"> ○ Welcome to new Council members ○ Please remind us when we use acronyms and any clarifying questions ○ Connection with our Board of Trustees ○ Summary of the Super Internship topic – with Kwe Parker ○ Howard Nathan '75 created Gift of Life Foundation and internship opportunity ○ Sarah Bilheimer '16 – presented accounting sessions for students along with Brian D. Dietrich '02 ○ Casey Baum '11 – served as panelist for Alumni Career panel and attends Career Day ○ Val Deraville '12 – networking; co-hosted annual Student – Alumni networking dinner ○ Scott O'Neill '80 – former Council member; created vision for Super Internship and endowment opportunities • Tammy Stuber, Associate Director of Career Development <ul style="list-style-type: none"> ○ Super Internship Program – Alumni Endowed fund for students who would otherwise not be able to participate ○ Annual endowment and annual fund (2 separate) ○ 2012 – first supported 8 students ○ 2024 – 47 students 	



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		<ul style="list-style-type: none"> ○ Students apply for up to \$5K per year to defray housing, living, travel costs (not wages) ○ Not every student receives \$5K ○ To date- 240 students - \$455K ○ Map demo with pins showcasing where in the World the Juniata Super Interns are and what they participated in (PA, WV, MD, DC, NY, NC, SC, GA, FL, MO, TX, IL, CA, Guatemala, Pakistan, India, Taiwan, Indonesia, New Zealand) <ul style="list-style-type: none"> • Summer Scholarly Endeavor – separate program for funding internships (case by case basis) • Q: how does Advising work with Super Internships (A: same as on campus – through Zoom – planned meetings) • Juniata is a “Handshake” school – online platform for students to find internship and job opportunities • Let Tammy Stuber know if you/your employer have internship opportunities 	
11:30 am	Super Internship Presentations	<ul style="list-style-type: none"> • Kwe Parker '16 g'17, Career Committee Chair <ul style="list-style-type: none"> ○ Introduced student speakers • Grant Lorelli '25 <ul style="list-style-type: none"> ○ Johns Hopkins School of Medicine ○ From Lancaster, PA – Biology POE, Volleyball (setter); Pre-Med Track ○ Applied to 17 different internships – Johns Hopkins was the only internship he heard back from ○ External research experience needed ○ Lots of lab experience due to Juniata’s curriculum ○ 10-week program (too short; went fast) ○ Mentor was a 3rd year – Grant was able to see more from her ties to the physicians and their work ○ IL-7/M25 Cytokine Optimization in Yeast Display Platforms (remove patient’s T-Cells – optimize and multiply them – re-infuse to the patient to target cancer cells) Optimize binding between IL-7 and M25. Artificial lymph nodes. ○ Future Plans <ul style="list-style-type: none"> ▪ Fulbright Program prep ▪ Fulbright Scholars at the University of Southampton (sponsor) ▪ Prep for MCAT ▪ MD-PhD upon return from Fulbright 	



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		<ul style="list-style-type: none"> ▪ Alternatives to Fulbright during gap year ○ Super Internship Funding helped with transportation between Lancaster and Baltimore – offset cost of living, able to be fully able to integrate into Baltimore ○ Connect with Jessica Long who works at J&J • Kate Hutton '25 <ul style="list-style-type: none"> ○ Minitab Internship in State College, PA ○ Finishing in Dec '24 ○ From Purcellville, VA – found Juniata through volleyball ○ Started as Business POE – switched to IMA (Integrated Media Arts) – event management passion ○ Assistant Volleyball role allows social media management, event management, facility management, game day management, graphic design, etc ○ Kate applied for many internships – very difficult while waiting to hear back ○ Kate attended the Juniata Career Day event (free head shot) met with Glenn DeHaven '07 Men's volleyball connection and was introduced to Casey Baum '11 and Jason Schwartz (Minitab). Interviewed and offered Software internship ○ Minitab – project management tools, data analytics. Global headquarters in State College but have a presence in Chicago, and international (UK, Hong Kong) ○ Kate helped with new sales onboarding, product orientation, offering orientation, created online synchronous training lessons – Kate used her instructional design experiences ○ Kate participated in DISC analysis, stress management, and professional goal setting while at Minitab ○ Kate was able to interact with several layers of people at Minitab (sales, marketing, branding & design, project management, trade shows & events, data protection, graphic design) ○ Kate able to meet with CEO, CRO, CMO, CHRO, VP of R&D, and VP of Software Development ○ Intern trip to Beaver Stadium ○ Currently working as a Marketing Events Intern for Fall 2024 	



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		<ul style="list-style-type: none"> ○ Interview for full time position set for Nov 2024 ○ Super Internship Fund allowed Kate to support her endeavors toward the Minitab experience ○ Check out Kate's LinkedIn profile https://www.linkedin.com/in/katherine-hutton-69135621b/ 	
12:08 pm	Lunch	<ul style="list-style-type: none"> • With Board of Trustees and Partners 	
1:17 pm	Trustee Comments	<ul style="list-style-type: none"> • Cindy Clarke '76, Alumni Trustee <ul style="list-style-type: none"> ○ Commented on how engaged the Alumni Council and Trustee group has been – very vibrant ○ Trustee Meeting recap <ul style="list-style-type: none"> ▪ 5-yr rolling basis – operating budget approved (\$3M deficit) ▪ FY25 Tuition Room and Board set today \$75200 (3.5% increase from last year) - puts Juniata in the midpoint compared to our peers ▪ Investments – loan fund – help strategic initiatives to fund Exercise Science and Kinesiology ○ Campus Master Plan <ul style="list-style-type: none"> ▪ Look forward 5-10-years out ▪ Renovation and construction of academic buildings ▪ Upgrades to BAC – most in need ▪ Build another academic building across the street from the music building – add wing – renovate other wings ▪ Dorm renovations – what we offer is not what the generation wants and needs. Renovations needed to transform dorms into more “suite” style. Some single rooms, some doubles ▪ Field House / Wellness Center – adjacent and connected to Ellis – full size NCAA Track. Will bring us to where our competitors already are. <ul style="list-style-type: none"> • Will allow focus on student wellness. Want to allow Ellis to house more offices that are student -facing ▪ Underway – new 17th Street Academic building. Will be where Baker House is currently but take up more footprint. 3rd floor will be the new Nursing Program 	



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		<p>(awaiting approval / accreditation) – possible '26/'27 launch. This building will also house physician offices for our Broad Top physicians and allow services for community along with students</p> <ul style="list-style-type: none"> ○ Brand Initiative/Brand Recognition (CCA) <ul style="list-style-type: none"> ▪ Current students, former students, alumni, faculty, parents polled ▪ Several themes – students want to know whether they will get a job; parents want to know if child will have a good career; all want experiential learning; community feel ▪ Gap between external perception and who we are. Even when our name is known, what we do is still not known. ▪ Perception – not enough fun here. What does that mean? Working on defining and correcting. Post-pandemic isolationism. Serious tone. Location. Students from urban areas perceptions. ▪ Pillars for communication <ol style="list-style-type: none"> 1. Future proofing career success 2. Outsize graduate success – POE 3. Daring to do what matters 4. Where Creativity and Kindness go together (support and collaboration rather than competition) ▪ Brand recognition is not strong anywhere – not even here in local area ▪ Perception is that we are expensive and shuts down applicants ▪ Alumni Council and alumni need to be stronger – a “beacon” to tell the Juniata story ▪ Get back to the mentor program (pairing students with alumni) ▪ Highlight young alumni – will help prospective students better identify ▪ Need to engage new graduates (at Senior Dinner) to fully embrace the Alumni status and telling the story back to the communities and areas and high schools where they came from ▪ We are humble yet we need to showcase our accomplishments more proudly and boldly! 	



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		<ul style="list-style-type: none"> ▪ Prepare an elevator speech ○ Met 2024 enrollment goal 	
1:54 pm	Committee Goals and Scorecard	<ul style="list-style-type: none"> • Jack Follweiler '82, Council President <ul style="list-style-type: none"> ○ Enrollment Goals <ul style="list-style-type: none"> ▪ 100% of committee to complete ¾ ▪ Submit community scholarship or indirectly through influential means [4 referrals] ▪ Support social media postings ▪ Card-writing campaigns (2)- fall and spring ○ Career Goals <ul style="list-style-type: none"> ▪ 100% attend the February meeting ▪ Interaction with Career Team LinkedIn page and posts ▪ 100% of Career Committee to engage in alumni research to bring alumni employment data up to date ○ Development Goals <ul style="list-style-type: none"> ▪ 100% annual giving ▪ 3 referrals for Juniata Community Scholarship ▪ Recruit 10 new Class Engagement Officers (CEOs) ▪ Send email with photo summarizing Council meeting to CEOs ▪ Send personal note to 1st time donors ▪ Contact anyone who attended Juniata event but has not donated ○ All Council Goals <ul style="list-style-type: none"> ▪ Nominate candidates for Alumni Awards ▪ Support Juniata Community Scholarship program ▪ Engage in at least one other College activity <ul style="list-style-type: none"> • Homecoming & Family Weekend • Alumni Weekend ○ Scorecard <ul style="list-style-type: none"> ▪ Doodle survey ▪ Self-reported ▪ Outcomes and impact ○ Committee Breakouts 	
2:03 pm	Committee Breakout Sessions		
2:55 pm	Committee Reports	<ul style="list-style-type: none"> • Development – Clay Cooper '13 <ul style="list-style-type: none"> ○ Goals: <ul style="list-style-type: none"> ▪ 100% participation from Alumni Council 	



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		<ul style="list-style-type: none"> ▪ Identify 3 people for development office to contact for annual scholarship ▪ Recruit at least 10 new Class Engagement Officers ▪ Send an email (with photos) or video summary out to CEOs after each alumni Council meeting with campus updates to easily share ▪ Send personalized thank you notes to 1st time donors (~30-40), new recurring donors (~40), and those who enter Cloister Loyalty Donors for 5th yr consecutive giving (~117) ▪ Contact anyone who attended a Juniata event during the 2024-2025 giving year, who has not already given by May 31st ▪ Greta has shared class rosters for everyone – with our class year, year before, year after (to review and update) ○ Sock engagement campaign: to bring donations to the Juniata Fund “Did the Juniata Experience Knock your Socks off”? – coming soon/launch next week. Targeting younger Alumni (Juniata + You = Sole Mates) ○ Messaging: to give reassurance that we are not sacrificing quality of students to reach enrollment ○ Messaging: Alumni participation has gone up in the past few years where other colleges are trending down ○ Chris to capture the video for use / send to the CEOs (post Council meeting) • Enrollment – Teke Drummond ’94 <ul style="list-style-type: none"> ○ 3 Trustees in the enrollment group ○ Reviewed data to cross map with the goals ○ 2nd year with 400+ enrollment ○ Submitted applications are incrementing up ○ Correlation with enrollees with Juniata College Scholarship ○ Asking Alumni Council to submit 1 JCS referral (sophomore, junior, senior) – Supply prospective student name and address and submitter name ○ Support social media campaign – follow Juniata on Instagram, Facebook, etc • Career – Kwe Parker ’16 g’17 <ul style="list-style-type: none"> ○ Brainstorming session ○ How to engage with alumni 	



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		<ul style="list-style-type: none"> ○ Gathering employment data from alumni ○ SMS/text reach out to Alumni (yes/no questions) ○ Ensure students have what they need – what can we do to influence (Roger TikTok) ○ Goals <ul style="list-style-type: none"> ▪ 100% participation (career chat, thank you after career day, etc) ▪ Career Team LinkedIn Page – we not only want to hear about students but also alumni. Follow the Career Team LinkedIn and invite others to the page https://www.linkedin.com/company/juniata-college-career-development-and-alumni-engagement/ ▪ Alumni database outdated from a career perspective – focusing on updating that database 	
3:15 pm	Debrief and Wrap-up	<ul style="list-style-type: none"> • Jack Follweiler '82, Council President <ul style="list-style-type: none"> ○ David Meadows – identified spirited conversation after the Trustee Update <ul style="list-style-type: none"> ▪ We need help identifying what approaches are effective and which are not ▪ Students are approaching things in a “transactional” manner ▪ Possibility of engaging Alumni in a more “transactional” manner to engage young alumni ▪ Idea to collaborate (Alumni Council and Trustees) ○ Fun – what is fun as it pertains to student perception ○ Presented Val Deraville with a plaque for her service as Council President last year and wished her happy birthday. 	
3:20 pm	Adjournment	<ul style="list-style-type: none"> • Jack Follweiler '82, Council President 	