

**Juniata College  
Alumni Council Meeting  
Sill Boardroom, von Liebig Center for Science  
February 28, 2009**

**MINUTES**

**Members Present:** JoAnn Bowman '75, Carole Miller Calhoun '60, Carol Connell Cannon '86, Ellen Church Coffman '67, David Corman '77, Jodi Reiter DeStefano '04, Sally Nelling Herritt '82, Lisa Kotary Jenkins '90, Eric Jensen '77, Nori Kocum Lewis '90, Matthew Markiewicz '83, Bruce Moyer '74, Frank Pote '73, Jess Yutzey Quinter '00, Bill Rys '96, Parisha Shah '01, Doug Spotts '89, Dawn VanGrin '91

**Faculty Representatives:** Jim Donaldson '67

**Student Representatives:** Amin Khoshnevisan '09, Heather Lecrone '09, Morgan O'Dellick '09, Keenan Drenning '09

**Staff:** Jerome Dvorak '87, John Hille, David Meadows '98, Katie (Padamonsky) Dickey '97, Evelyn Pembroke

**David Corman '77**

- Call to Order.
- Minutes from the September 27, 2008 meeting were approved on an Eric Jensen '77/Doug Spotts '89 motion.

**John Hille – Comments**

- Enrollment
  - The economy has changed the behavior of prospective students.
  - Experienced a higher number of early decision and early action applicants.
  - Goal this year is 430; goal last year was 473.
  - Football applicants are down 100.
- The Juniata Scholarship Fund
  - Bruce Moyer is the new chairman.
  - Ahead on total giving: small gifts are up; large gifts down due stocks, etc.
  - Trustees were asked to step up.
- Alumni Stories – Changing Lives
  - All stories will be ready for fall 2009.
  - Used with people targeted to help with the endowment.
  - The first session at Bruce '72 and Kathy '72 Statton's home in Potomac, MD was very successful.
  - Focused discussion on why endowments are important to the College ... what it means to the beneficiary and to communities in which those individuals go forward and change the world.

**Jim Donaldson '67 – Faculty Report**

- The Juniata choir is going to France to perform during spring break.
- Career Day was a huge success; thanked Council for their good work.
- Enrollment

- Early stage anxiety by faculty.
- Budget for next year includes no salary increases.
- No openings and no searches for faculty positions this year.
- Faculty is trying hard to interview prospective students when on campus.
- Liberal Arts Symposium – April 22
  - Scheduled for April 22 (in its fourth year).
  - The Symposium has two categories in which students may present their work. Students may either do an oral presentation or a poster presentation, in the competitive or non-competitive category. The number of oral presentations we can accommodate is limited. As such, some presenters who request to do an oral presentation may be asked to do a poster instead. Oral presentations should be 15 minutes in length with an additional 5 minutes available for questions. All presentations should be geared to a general audience and all presenters will receive feedback about their presentation.
  - Jim supports what is going on in his department and goes around to observe others.
  - He is very impressed by the quality of the thinking of some of the students.
- Scholarship of Teaching and Learning (SoTL)
  - Effort on campus in its third year of organization and growing.
  - Started with Professor Emeritus Dave Drews.
  - Juniata received a substantial grant for the purpose of developing a campus Scholarship of Teaching and Learning (SoTL) lab/office/resource room.
  - Kathy Westcott is the part-time administrative overseeing the monthly brown bag lunch meetings.
  - Basically, SoTL seeks to determine ways of establishing whether or not students are catching what we're throwing as well as whether we are throwing what we think we are throwing.
- Faculty
  - Faculty is the best that Juniata College has ever had.
  - They are very committed to their own discipline.
  - On the other side ... there is a little less dedication to the institution as a whole.

### **Frank Pote '73 – Trustee Report**

- Executive Committee Meeting on February 20 in Washington, D.C.
- Discussion focused on enrollment and finances.
- Frank's observations:
  - 85 percent participation at the meeting, an awesome reflection of the commitment of the trustees.
  - Tuition increase of 3.9 overall, in comparison to other colleges ... we fall in the middle.
  - Approved some changes to the faculty handbook. Changes came through a committee of mainly faculty to improve the guidelines for faculty.
  - Communication is important. Dr. Kepple held forums with staff, faculty and students to keep the campus informed of the College's financial status.

### **Bruce Moyer '74 – The Juniata Scholarship Fund Update**

- Goal this year is \$1 million and 50 thousand.
- One average JSF award is \$2,250.

- Council's giving last year was close to \$18,000 which provided eight scholarships. Council committed to bump up the bar from eight scholarships to 10 for this fiscal year (May 31, 2009).
  - Reminded members if they haven't already done so, to contribute before end of fiscal year.

#### **Jerome Dvorak '87 – Comments**

- The College Advancement team is going through an Administrative Review process.
  - It will help align the processes by which we serve our constituencies.
  - Reviewing the detailed interactions between the Alumni Office and Career Services.

#### **David Meadows '98 – Comments**

- Online Registration System
  - In final stages of revamping our online registration for events.
  - Asked for Council members to test the system.
  - David Corman volunteered all Council members.
- April 25 – Morton's Steak House event in Pittsburgh, the area where there's focus for a new regional alumni club.
- Introduced Morgan O'Dellick '09, Alumni Office Intern for the spring semester.
  - You may read Morgan's blog at <https://www.juniata.edu/alumni/>.

#### **Amin Khoshnevisan '09 – Senior Class President**

- Our Class Picnic and Happy Hour (we are trying to do more free things for our class to give them another chance to just relax and hang out with each other.)
- Chews 2 Chew (fundraiser for a classmate, whose brother was diagnosed with terminal brain cancer - raised over \$120 selling hot dogs and hamburgers one Saturday night at East, money was also donated from Giant, Weis, and alumni.)
- Chews 2 Dance (possible fundraiser dance to be held in the Suzanne Von Liebig aka Black Box Theater.)
- Care Packages (senior fundraiser, in cooperation with On Campus Marketing; parents purchase gift packages which are delivered to the students throughout the year.)
- Will be doing gift wrapping in the bookstore before the holidays.
- Class Gift (looking for ideas.)
- The Rigada (looking for input-sounded like we probably will most likely not succeed in doing this.)
- New t-shirts – (got the approval, so look for the shirts during Homecoming/Family Weekend.)

#### **Morgan O'Dellick '09 – Alumni Office Intern & Juniata Activities Board (JAB)**

- **Intern:**  
I am excited and privileged to have to opportunity as the Alumni Relations Intern for the spring semester. Up until yesterday, I have worked on promoting Career Day and getting my peers excited about attending the career fair. I would like to personally thank each and every one of you for talking with my peers. I am currently moving forward and working on writing my blog each week. I encourage you to take a look at the flier in your folders and visit my blog. In addition I would encourage you to subscribe, read and comment on it each week as I tell you my 'Final Chapter' senior stories.
- **JAB:**

We just had our major event for the year on February 20th. It was Matt Nathanson, State Radio, Rebelution, and Juniata's very own Susan von Leebig and the Hallbritters. From what I have heard from my peers, it was a huge success. As JAB's Very own Friday Night Live Chair, I can say that our committee has had record breaking attendance for our events. Last night we had Spanky, who was brought back for a second year because he was very popular.

Looking forward as to what is coming up; May Day, Springfest/ Relay for Life in a few months. Springfest and Relay for Life are combined into one event, and this year Relay for Life has been shortened to 12 hours instead of 24.

### **Keenan Drenning '09 – Student Government**

- Events
  - February 26 – Open Forum
  - February 27 – Wine and Cheese Reception
- Purchases
  - Monitors – Laptop
  - Pens
  - Bottle Openers
- Treasury
  - Closing Inactive Clubs
  - A-Board
  - Allocations - \$10,000
- RSO Approval and Accountability Board
  - RSO Guidelines
  - Examining Active/Inactive Clubs
- Committees
  - Sustainability
    - First sustainability seal
    - Projects
      - Washington Street clean up
      - T-shirts
      - Light switch reminders
  - Marketing
  - All Class Night
    - March 22
    - Comedian – Chaznoff
- The Future
  - Open Forum #2
  - Elections
    - Executive Board – end of March
    - Class Officers – early April
  - Website
  - Monitor – Will be up and running soon

### **Heather Lecrone '09 – Student Alumni Association**

- NetworkFest
  - Result of what SAA came up with after feedback from last year.
    - Eric Jensen had a lot of ideas to help prepare students for Career Day.

- Bill and Angela gave career advice for the first few minutes.
  - David Christopher also helped with funny student skits to demonstrate what not to do at Career Day.
- Open time to socialize and practice networking at the end.
- 54 people in attendance, about 30 of those being students and the rest alumni.
- Career Day
  - Last year 400 students but we felt we could do even better.
  - This year over 500 students.
    - Increased career services programming (business cards and business card holders)
    - SAA- more marketing and awareness
      - Announcements
      - Facebook
      - Posters
      - Professor announcements/Emails/Incentives
  - 100 mentors and employers
- Other Events
  - Senior Class hosted Wine and Cheese Networking Event
    - Very well attended.
    - Another success, lots of positive feedback.
  - Senior Dinner
    - Happy to have most of council attend.
    - Frank's speech was great.
    - Baker looked great and the night went well.

#### **Rob Yelnoski '85 – Update on Juniata's Financial Status**

- See PowerPoint – Attachment A

#### **Carol Cannon '86 – Approval of Slate**

- Awards and Nominating Committee Members: Carol Cannon '86, Chair, David Corman '77, Doug Spotts '89, Parisha Shah '01, Jess Quinter '00, Sally Oberle '99, Evelyn Pembroke, Bub Parker '91
- **The following slate was approved on a JoAnn Bowman '75/ Carole Calhoun '60 motion ...**
  - 2009 Award Recipients:** Alumni Achievement Award – William S. Fegan '48, Young Alumni Achievement Award – Nathan T. Boggs '02, Alumni Humanitarian Award – George Fattman '58, Alumni Service Award – Donald L. Robinson '51
  - Incoming Vice President:** Bruce Moyer '74
  - Incoming Members-at-Large:** Matthew Markiewicz '83, Joanna Acri '04, Jeffrey Rush '84, Andy Zimmerman '86, Cathy Collins '92, Brad Haubert '93
- **Incoming Alumni Trustee**
  - June 6, 2008 – A&N committee decided on three candidates
  - June 26, 2008 – Carol Cannon sent the names of three candidates to John Hille
  - October 2008 – John Hille presented the three names to the committee on trustees
  - April 2009 – The board of trustees will make their selection

## Work Group Reports

### Parisha Shah '01 – Affinity/Regional

In attendance: Carole Calhoun, Jodi DeStefano, Katie Dickey, Nori Lewis, David Meadows, Parisha Shah, Doug Spotts

The goal of our workgroup this year is to develop a sustainable plan by which Affinity and Regional groups can be started and/or recharged. As a part of this effort, we have written a “Strategic Plan” for recharging Affinity groups, which was discussed and instated prior to the Council meeting. During the workgroup meeting, we focused our efforts on identifying which group(s) we would recharge this year. We also had a brief discussion about an upcoming Regional event for a new Regional Group.

#### I. Regional Event: Upper Susquehanna Event

- A. New Regional Group Created: Upper Susquehanna Regional Group
- B. Planning of Inaugural Event
  - 1. Event originally planned for March, but has been postponed until April
    - a) Possible Date: April 21<sup>st</sup>
    - b) Postponement should allow for more advertisement of event and hopefully increased attendance
    - c) Date is being chosen to allow members of the college community to attend, including President Kepple
  - 2. Discussion of the possibility of inviting matriculating students/families to attend inaugural event
    - a) This idea is borne from our efforts to better advertise the Alumni community/events to current students
    - b) We want to have events that will welcome the interaction of current students with alums
    - c) While everyone reacted positively to the idea of inviting matriculating students to this Upper Susquehanna event, it was also discussed that this may not be the most appropriate event for inviting such a group
- C. Inviting matriculating and current students to an Alumni Regional Event is still under discussion for this event and others

#### II. Affinity Group Discussion

- A. General Questions from our group to Katie regarding the current state of Affinity Groups (these questions came up during our discussion/modification of the Strategic Plan)
  - 1. Jodi - How many Affinity Groups are there?
    - a) Somewhere between 13 and 17 "active" groups
    - b) There are a number of other Affinity Groups have technical charters, but have never sponsored any type of event for their group and/or have not been in contact with the Alumni Office
  - 2. Doug and Parisha - In our opinion, most successful Affinity Groups are based around career-oriented connections (i.e. Health Professions, Education, etc.). How do we go about changing/recharging groups with a less defined connection?
    - a) Katie pointed out that for young alums, career-based Affinity Groups can prove to be useful, because many students may be looking for help finding a career and recent grads may still have strong campus contacts
    - b) We must be careful to assess each group individually; what will work for one group may not be successful for another

- c) Furthermore, we must be careful not to build groups around a single faculty person or department, because if that person/departmental connection is lost, the entire group loses effectiveness
  - 3. Jodi – the endpoint of our last call was to put our plan into action and to do so, we need to know what groups are of most interest to the Alumni Office right now in terms of starting/re-charging
    - a) Accounting, Business, and Economics Affinity Group
      - i. Was previously a strong and active group, but their leadership is starting to falter
      - ii. There is a lot of potential for this group, since it used to be active, but what is missing now is Alumni Leadership.
    - b) English and History Affinity Groups
      - i. Interesting from a marketing standpoint for the college, because Founder's Hall is being renovated
      - ii. The English and History departments will be getting a “facelift” when they move into their new space in Founders
- B. We have decided to take on only one or two groups for this year
  - 1. Rather than “scratch the surface” of the Affinity groups’ problems, by taking on only one or two, we can hone in on the problems in the groups and decide how to recharge each one
  - 2. The members of the workgroup were particularly intrigued by the English Affinity Group
    - a) English had their first event this year at Homecoming
    - b) Every faculty member from that department showed up, but there were hardly any alums and/or students.
  - 3. Parisha - In terms of recharging a group, it is wonderful that the campus connection for the English Affinity Group is in place, because that is a huge part of getting an affinity group to work
  - 4. Doug - This means that our workgroup will be focused on motivating and mobilizing the Alumni and student leadership to get the English Affinity Group off the ground
  - 5. Everyone - This is exactly what the workgroup members should be doing since we are members of the Alumni Council whose job it is to liaise between the college and alums
- C. Our discussion of recharging the English Group led us to the topic of how Homecoming and Family weekend gatherings have really become open house events, rather than specific affinity events
  - 1. Doug and Jodi - Rather than try and change this phenomenon, is there something more that can come out of this type of event?
  - 2. Carole - Is the "open house" event strong enough to motivate people to come back for another Affinity Event and/or to volunteer to lead an affinity group someday?
  - 3. We decided collectively that an Affinity Event has to have more substance to it than simply gathering a few people together who studied the same subjects at Juniata (or participated in the same activity)
  - 4. Doug - For recharging the English Affinity Groups, there may be some utility in having an open house event at this year’s Homecoming and using this open house as a set up for an affinity group gathering soon after
    - a) Can we, as the workgroup, help coordinate such an event with faculty, students, and alums?

- b) What would be a good idea for such an event that would motivate alums to return to campus?
- c) Carole brought up the excellent point that people will come back for events that welcome alums and will allow alums to interact with students (the “if you build it, they will come” philosophy!)
- d) Jodi - If we allow alums and students to participate in the event and also invite favorite faculty members (Katie and Carole’s idea!), we can ensure attendance and raise awareness about the existence of the Affinity Group in general
- e) We collectively settled on the idea of having a lecture or poetry reading; we need an EVENT, not just a gathering
- f) We, as a workgroup, will help coordinate this event with the alums, faculty, and students

D. Other important tidbits

1. Katie - Every affinity group should be focused on career day/internship fair; they should have this as a very definitive event for which they can plan every year
2. David - There is a geographical challenge for getting people back to help with the fair and the same thing exists with certain fields of study (large gaps for certain job areas). If we can give certain affinity or regional groups a challenge to plan for attendance at Career Day, this gives the leadership and members of those Affinity and Regional groups a tangible goal. We want them to set and be able to achieve those goals!
3. Jodi – We need to accept the reality that any number of events can be planned for Homecoming, but no matter what each group plans, Affinity groups/gatherings are NOT the driving force behind which people are returning to campus. We need to realize that focusing on Homecoming allows us to have an opportunity for tapping a pool of alums who have returned to campus. We can use Homecoming/Family weekend gatherings as “springboards” for genuine Affinity events.
4. Katie - we need to facilitate the process of identifying, training leaders. What are the tools that they need to be effective leaders? Is there a good handbook or set of rules used to engage new leaders? We should be focused on training leaders.
5. Doug - is there a way of featuring Founders for an entire year? Maybe we can coordinate the English Affinity Group event with other events that focus around the newly renovated building. This will hopefully catch the interest of alums and entice people to return for Affinity Events. Katie and David are going to check the schedule of events for Founders and get back to us.
6. Carole – we need to get someone dynamic back to be a part of the event. Carole would listen to Richard Burton read from a telephone book! Someone mentioned that one option for such a dynamic person is Betty Ann Cherry, whom we all believe would be interested in being a part of whatever the event is going to be planned for the English Affinity Group.
7. Parisha – where do we go from here? Katie is going to find the relevant details from the last English Affinity Group gathering and fill us in on who was there/what was planned/how it was advertised. We are going to get the list of faculty that were there and contact them about our ideas for this year’s Open House at Homecoming and the Affinity Gathering that will soon follow. With help from the Alumni Office, we are also going to begin identifying Alumni

- Leaders who will be in charge of the English Affinity Group. Once identified, our first task is to get them on board and begin planning these events.
8. David – whatever we do, we need to do it fast! There is not a lot of time between now and the time when advertisements will begin for Homecoming/Family weekend. We need to get started!
  9. Parisha – for the sake of also trying to help a second group, the workgroup will also try to contact the previous leaders of the Business Affinity Group to try and figure out where this group lost their steam. We will do our best to help them get recharged for the upcoming year as well.

### **Bruce Moyer '74 – MyJuniata/Communication Plan**

The Communications Workgroup met and discussed the draft paper prepared by Bruce Moyer, “Juniata Alumni Communications Strategy: Using Online Social Networks.” Workgroup members participating were Bruce Moyer, Frank Pote and Sally Herritt.

The Workgroup spent time reviewing the Juniata website, as well as the Juniata alumni Facebook page and the Juniata page on LinkedIn, and signing up as members. It also reviewed the CalTech alumni association web pages and their partnerships with social networking sites.

The Workgroup believes that Juniata should cultivate partnerships with on-line social network through integration into the Juniata alumni web pages. Additionally, Juniata should seek on its social networking community pages to drive alumni back to the Juniata website.

Recognizing the greater younger generational presence on online social networks – at last currently -- the greatest expectations and appeal should be devoted toward classes beginning with the Class of 2003 (five years ago) and current classes as they move toward graduation.

Juniata’s presence in these online social communities should be authentic, dynamic and organic. We should apply our “official” efforts in conscious, limited ways – and avoid any suggestion of manipulation.

The environment in the use of social networking sites is dynamic, and agility is the watchword. There is no such thing as permanence in this area.

### **Recommendations -- The College should:**

-- Partner and link Facebook and LinkedIn alumni pages with Juniata’s website. For example, see: <http://alumni.caltech.edu/network/partnerships>

-- Increase alumni awareness of Juniata’s presence in these online communities and encourage membership and participation, especially generating new pages that are associated with affinity and regional groups. See, for example:

-- Increase linkage of Juniata-related groups on Facebook pages, through personal contact with page administrators.

-- Actively infuse more job-related content and postings on the Juniata LinkedIn page.

-- Create and link career connection and job-related content to the Juniata alumni site.

-- Explore use of Twitter.

### **Eric Jensen '77 – Strategic Plan/Alumni Survey**

Attendees: David Corman, Carol Connell Cannon, Jerome Dvorak, Lisa Jenkins, Eric Jensen. Judy Swartley was ill that weekend and unable to attend.

The group was updated on the discussion and outcomes from a meeting the previous day (Feb. 27) with several staff members including Erik Evans, Carlee Ranalli, Candice Hersh, Jerome Dvorak, Lisa Jenkins, and Eric Jensen. The meeting was held to get this group to a common understanding of the goals and intentions of the upcoming alumni survey relative to other survey work conducted by the college. Periodically, surveys of alumni satisfaction and career outcomes have been performed on select graduation classes, etc. These surveys were conducted on limited audiences for select purposes. Eric and Lisa explained to the group that the alumni survey is intended to survey alumni opinions and attitudes about the alumni association and its programs through questions structured to address the four major areas of the strategic plan. Carlee and Candice agreed to share selected examples of surveys and outcomes from their respective offices, and they offered some ideas and opinions about surveys based on their experiences. The group agreed that this discussion was worthwhile and that they would stay in touch as the alumni survey was constructed.

At the work group meeting, Eric indicated that he needed some ideas to help with completion of several sections of the strategic plan document. He has been reformatting the document to use a more structured format for each of the major topic areas. Each of them will include a vision, description, enablers, and success measures. The group brainstormed ideas for success measures for Alumni to Community and World, Alumni to Alumni, and Alumni to College. The Alumni to Students success measures section is in pretty good shape. Eric will incorporate the ideas into the document.

The committee also discussed a variety of items related to our vision of the survey as well as possible demographic cuts of the data we will want to perform. Specifically, we discussed the need to collect geographic data for both current alumni locations as well as where alumni considered home when they came to Juniata. With the greater geographic diversity of Juniata students, we think we should at least test whether or not alumni attitudes, etc. are different for alumni who may have come from non-traditional home areas for students. If we are true to our intent to retest the alumni in the future as a means of measuring impact of program and event improvements, we want to track this element. We also discussed how we want to use the initial survey results to enable the Alumni House staff and Alumni Council to review the relative investments in individual programs. Because the association relies heavily on the good will of involved alumni in conjunction with the Alumni House staff, we need to ensure that we are investing our limited resources into programs that are valued by the alumni and that return value to the college. We may need to make course corrections based on the survey outcomes.

Individual committee members received assignments to begin to develop questions that may be included in the survey. Members were assigned to one of the four major topic areas in the strategic plan and asked to develop at least 10 possible survey questions in advance of our next working meeting on March 26. The assignments were:

David Corman: Alumni to World

Carol Connell Cannon: Alumni to Alumni

Eric Jensen: Alumni to College

Lisa Jenkins: Alumni to Student

Judy Swartley was asked by Eric after the weekend to take a shot at additional questions for the Alumni to World category. We are short of good ideas in this particular topic.

Eric informed the committee that he had received some of the on-line research results from Betsy Freeman, a current senior, who had agreed at the fall meeting to take a shot at researching other college's survey results. Betsy's document was shared via e-mail with the rest of the committee. Additionally, Vanessa Cerria, a junior, has expressed interest to Lisa and Eric about helping this working group with the survey. Vanessa has provided support to some of the other survey work done by the college and had some good ideas for the team. Both Betsy and Vanessa will be given the opportunity to work with this committee as their school schedules permit. The committee agreed to have a teleconference on Thursday March 28 to discuss progress on the survey questions.

#### **Jess Quinter '00 & Nori Lewis '90 – JCT/SAA/Campus Activities Joint Session**

- Use time at Fall Alumni Council meeting to plan for Career Day
- NetworkFest was a huge success – potentially host a few more throughout the year for both students and parents (possibly Homecoming Weekend, Move-in weekend, or adjacent to the Fall meeting)
- Discussion of new president – ask candidates about the value of alumni, role of Alumni Council, and affinity/regional groups

#### **Campus Events**

- Senior Salute – create New Alumni Challenge
  - Challenge new alumni to complete three tasks within first year (i.e. register for Newsgroup, attend a regional event, update contact information, return to campus for Homecoming)
- Alumni Council/SAA profiles
  - Begin work on ideas for form; seek feedback from SAA about what they would like to see included on the form
  - Determine how to manage/disseminate information - Post on SAA website?

The meeting adjourned at 3:43 p.m.

Respectfully submitted,  
Evelyn Pembroke  
Alumni Relations Office Specialist