

**Juniata College  
Alumni Council Meeting  
Sill Boardroom, vonLiebig Center for Science  
June 12, 2009**

**MINUTES**

**Council Members Present:** Joanna Acri '04, JoAnn Bowman '75, Ellen Coffman '67, Kathy Collins '92, Carole Calhoun '60, Carol Connell Cannon '86, David Corman '77, Bradley Haubert '93, Sally Herritt '82, Lisa Jenkins '90, Eric Jensen '77, Nori Lewis '90, Angela Loose '96, Matthew Markiewicz '83, Bruce Moyer '74, Frank Pote '73, Jess Quinter '00, Bill Rys '96, Parisha Shah '01, Douglas Spotts '89, Jody Swartley '75

**Emeriti Council Present:** Helen Adams '57, Janet Batdorf '55, Karen Beck ''93, Bill Berrier '60, Cindy Clarke '60, Bev Darkatsh '59, Stanley Davis '59, Jerry Dittmann '77, Chris Gahagen '94, Bill Graffious '56, Harriet Graffious '57, Karen Heart '88, Mike Lehman '94, Sandy Loughlin '67, Whitey Martin '59, Ron Seiler '77, Aliceann Wohlbruck '58, David Westover '97,

**Faculty Representatives:** Jim Donaldson '67

**Staff:** Jerome Dvorak '87, Erik Evans, David Meadows '98, Katie (Padamonsky) Dickey '97,

Call to Order: David Corman

**David Corman '77**

- Official welcome to all of the Emeritus Council members presents at the meeting, as well as Alumni Council members.
- Brief discussion of writing congratulatory notes to students receiving academic awards this year (cards with lists handed out to Council members)
- Collection of "preference" sheets from Emeritus Council members regarding any preference they may have for the break-out sessions.

**Carole Cannon '86**

- Awards and Nomination Committee introduction of new Council members and other changes to the Council slate.

**2009-2010 Executive Committee:**

President – Jess Quinter '00

Vice President – Bruce Moyer '74

Immediate Past President – David Corman '77

**Incoming Alumni Council Members-at-Large:**

Joanna Acri '04

Kathy Collins '92

Bradley Haubert '93

Matt Markiewicz '83

Jeffrey Rush '84

Andrew Zimmerman '86

**Additional Changes in Council Slate:**

Eric Jensen '77 is leaving Council to become a Full Trustee

Nori Lewis '90 will be staying an extra year to fill Eric's unexpired term

Parisha Shah '01 will be staying an extra year to fill Bruce's unexpired term

**David Corman '77**

- Minutes from the February 28, 2009 Council meeting were approved. Motion by Sally Herritt and Second by Frank Pote. No opposition – Motion carries.
- Approval of the Strategic Plan for the Alumni Association. Brief comment by David Corman regarding the exceptional work, time, and dedication by the Strategic Planning Committee in writing the Plan. Good work, everyone! Motion to approve Strategic Plan made by Bruce Moyer. Second by JoAnn Bowman. No Opposition – Motion carries.

Erik Evans adds his gratitude to the team from the college perspective. Mike Lehman adds from the Emeritus perspective that it's heartening to see that the plan goes until 2014; this document contains vision and flexibility for the future of the Alumni and Emeritus Councils.

**Frank Pote '73 – Trustee Report**

Frank provides highlights from the most recent trustee meeting.

1. Trustees are working on a new disability policy; big push to get a formal policy in place.
2. Retreat planned for the end of July; strategic planning – searching for a new president.
3. Last trustee meeting also had a presentation by Jerome Dvorak and Darwin Kysor regarding how Career Services is working to put together a plan for what happens to students after they leave the college.
  - a. JoAnn Bowman asks if there is a report available; Jerome says that there is not one available at this moment, but there is no reason that a report cannot be requested and distributed to those who are interested.
  - b. Frank adds that the most important part of the Career Services discussion was the comparison between what Juniata is doing versus other colleges/universities.

**Jim Donaldson '67 – Faculty Report**

Jim begins by stating that this is a report from a faculty member, not the faculty as a whole, as they never agree on anything! Jim briefly goes over a few items of particular importance to the faculty at the moment.

1. The faculty handbook is not a priority right now; faculty members are focused on other major priorities
2. One specific priority is JIM: **J**obs, **I**nternships, **M**entoring; for many faculty members, these are areas in which efforts should be increased.
3. Faculty is in a considerable state of change; this is no secret. Jim shares an email from an anonymous faculty member highlighting some of the faculty concerns regarding students.
  - a. Sandy Loughlin asks for clarification regarding the enrollment concerns.
  - b. Jim responds that despite generally having excellent students, the faculty is always hoping for better students; the freshman class this past year appeared to be particularly unmotivated, which is always a concern to the faculty.

**Erik Evans – Administration Report**

Erik briefly shares an email from the Chronicle of Higher Education and goes over general enrollment

facts and basic administrative statistics.

1. Freshman Class Enrollment: 383 freshmen.
2. Goal was set at 400, so the class was almost to the proposed size.
3. 60% of the students are from PA; out of state enrollment has increased
4. 430 was the initial goal for enrollment size; Erik notes that despite not meeting the goal, the high retention level is promising and they are very close to balanced budget.
5. In terms of fundraising, there continues to be a push for scholarship fundraising.

### **Jerome Dvorak '87 – Alumni Office Update**

Before Jerome begins his comments, he praises Erik Evans for his excellent service to the college and mentions Erik's new position at Bloomsburg University, which he will begin later this summer. Everyone joins Jerome in thanking Erik for his service to the college; Erik graciously accepts the gratitude and makes a few brief comments on his love for his job, the College, and the people who work for Juniata.

Jerome continues with his report by mentioning his desire to see Juniata get better at “selling its brand”, which is a key feature of many other colleges and universities that have excellent alumni relations. This past year, Jerome has been focused on figuring out how we can get even more alumni engaged with the college, and he believes that one of the main goals of achieving this is to change how we keep them connected with the college.

1. Sell the Juniata brand; why is it a good thing to be an alum?
2. Help establish a strong Juniata network within regions; new alumni to any region should be able to immediately become connected with local Juniatians
3. Jerome shares examples from other colleges that provide life-long services to alumni; we ask our alumni to volunteer and ask them for support to the college, but Juniata needs to strengthen the benefits it provides for them in return.
4. Jerome finishes by saying that the Alumni Office is focused on establishing stronger college-alumni and alumni-alumni connections. To do this, one of the main areas of focus will be changing how Regional Groups are run (i.e. establishing more of a network within regions and focusing on quality of regional events, versus quantity.).
5. Jerome introduces the “Charter” concept, which is based on having alumni leadership groups within regions of the Alumni Association and specific guidelines for establishing alumni networks within regional groups.

### **David Corman '77**

Brief comments before going to break-out sessions. David encourages everyone to keep in mind the ideas of the Strategic Plan while meeting in the break-out groups. Each group is charged with generating at least three ways Emeritus Council members can get involved with different areas of the Alumni Council.

### **Ron Seiler '77 – Emeritus Council – Break-out Groups**

Ron comments briefly on the importance of Emeritus Council members and introduces the leaders from each of the three break-out sessions to present their “reports” to the full council.

1. Regional: Parisha Shah
  - a. Emeriti are “trained” to be regional leaders, having already served a leadership role on Council. Emeriti should be high on the list of people who will help establish regional charters.
  - b. Emeriti can work behind-the-scenes in establishing regional charter leadership by

- calling/contacting regional alums.
  - c. Emeriti and current Council members already suggested names for alums to contact for establishing new regional leadership.
  - d. Emeriti and current Alumni Council members can work together on drafting the outlines for charters.
2. Communication: Bruce Moyer
- a. Big question: How we can use a medley of old world and new world communications giving the breadth of our differences in ages/technologies?
  - b. We need to ensure that communications continue to be available in hardcopy, but also include updates in online communication, like a video from the president; these communications keep alums in contact with the College.
  - c. Continue and expand student blogs and entertain the possibility of Emeriti contributors to the blog
  - d. Recognition: broadening the nominations for awards alumni awards by an online format, request nominations through online methods such as Facebook, provide online links for videos of the acceptance speeches from the awards ceremony.
3. Career: Bill Rys
- a. Make a regional list for careers to foster alumni-alumni connections in regions based on job interests.
  - b. Have Emeritus Council representation on all workgroups, including the career workgroup.
  - c. Invite Emeritus Council members to hallmark campus events.

### **Ron Seiler '77**

Final comments about the workgroup sessions and the invitation for Emeriti to formally join the Council at this weekend's meeting. Ron mentions that today's progress is just about starting the necessary dialogue to truly utilize the Emeritus Council.

### **David Corman '77**

David thanks all of the Emeritus Council members for being here today and thanks Ron for his comments and for leading the break-out group discussions.

David also notes that today's meeting was a great first step towards utilizing all of the fantastic leadership that is available to the Council in the form of the Emeriti.

David asks for final comments.

Lisa Jenkins mentions that she visited with Evelyn and that Ev sends her love and appreciation to everyone. Yay, Ev!

David briefly outlines the events for the evening and tomorrow's agenda before adjourning today's meeting.

**Alumni Association Annual Meeting**  
**Saturday, June 13, 2009**

Call to Order: David Corman '77

**David Corman '77**

David welcomes everyone Annual Meeting of the Association and thanks Emeritus Council again for making this meeting particularly memorable. David goes over the schedule for the day before presenting the Review and Accomplishments Report for the 2008-2009 Alumni Council.

**Goals Set forth for 2008-2009:**

Strategic Plan

Identify/put in place communication plan

Stay focused on the current initiatives

Concept of workgroups:

Measurable/accomplishable goals

Monthly conference calls for executive council

Career Development and Networking

Goal of 100 registered alumni/parents/employers participants

Awareness of career day/benefits of career day

Next Year's Career Day: February 26<sup>th</sup>, 2010

Student Engagement/On Campus Events Support

Homecoming Tailgate

Legacy Reception

Sponsor a reception for SAA (single most effective tool we have to reach out to current students)

Participation in the senior dinner/senior salute (opportunity to promote alumni association)

Format for SAA/Council profiles

Communication Plan Development

Effective communication strategy

Electronic communication strategies/online networks

Facebook page for Juniata alumni with more than 1000 members

Fan page on Facebook with 1200 members

Juniata network on LinkedIn has nearly 600 members

Strategic Plan/Program Evaluation

We look forward to using the plan in the next five years

Model for the survey demographics

Alumni Recognition/Leadership Development

Awards and Nominations Committee

The Emeriti Council Steering Committee

**Bruce Moyer '74**

Brief update on giving. Alumni Council had 100% participation in giving.

## **David Corman '77 and Jess Quinter '77**

Recognition of Leadership and Presentation of Gifts

### **Outgoing Alumni Council Members**

Carole Miller Calhoun '60

Carol Connell Cannon '86

Jerome Dvorak '87

Randy Kochel '79

Fran Kota Miller '70

**Official Passing of the Gavel** from current president David Corman to 2009-2010 President Jess Quinter; official introduction of Bruce Moyer as 2009-2010 Vice President.

## **Jess Quinter '00**

Presentation of 2009-2010 Goals and Objectives.

1. LEARN the strategic plan; each workgroup should embody the four relationships outlined in the Strategic Plan into their plans.
2. Encourage all workgroups to consider:
  - a. Sustainability
  - b. Utilization of Parents Council
  - c. Appreciation for Volunteers
3. Achieve Sustainability Seal for Alumni Council
4. Maximize Volunteer identification/Utilization/Recognition

Jess concludes her comments by thanking everyone for attending the meeting and for their service. She also acknowledges the volunteer contribution of Bill Hart in taking notes at the meeting in the absence of Evelyn's efficient and effective note-taking skills.

Jess officially adjourns the June 2009 Alumni Association Meeting.

Respectfully submitted,

Parisha Shah '01

Bill Hart – Guest and Friend of Juniata College