

**Juniata College  
Alumni Council Meeting  
Shuster Hall, Raystown Field Station  
October 20, 2007**

**MINUTES**

**Members Present:** JoAnn Bowman '75, Carole Miller Calhoun '60, Carol Connell Cannon '86, Amy Chamberlin '94, Nicole C. Close '92, David A. Corman '77, Jodi Reiter DeStefano '04, Lisa Kotary Jenkins '90, Eric C. Jenson '77, Randy L. Kochel '79, Eleanor Kocum Lewis '90, Bruce L. Moyer '74, Gayle Wampler Pollock '68, Jessica Yutzey Quinter '00, Jennifer Sheckler Savino '71, Parisha P. Shah '01, Douglas A. Spotts '89

**Staff:** Bub Parker '91, Tom Kepple, David Meadows '98, Katie Padamonsky Dickey '97, Jim Donaldson '67, Evelyn Pembroke

**President Carol Connell Cannon '86**

- Call to Order
- Welcome and introductions of new Council members.
- **Minutes from the June 8-9, 2007 meeting were approved on an Amy Chamberlin/Carole Calhoun motion.**
- Overview of goals and workgroup assignments.
  - The three main areas as goals for the coming year are to:
    1. Continue sustaining and developing the areas of focus we have in place.
    2. Foster growth and development of Emeritus Council.
    3. Create a Survey of the Association – Leader, David Corman.
  - For the teams/workgroups that we have now, that meet a need for the college, alumni and students ... support and develop.
    1. Affinity – Leader, Parisha Shah
      - Work with Katie to identify groups and assess their status.
      - Establish ways they can connect with alumni who would want to participate.
      - Assess where they need support - possibly contact those groups needing assistance.
    2. Regional – Leader, George Maley
      - Establish a means of communication between the regions.
        - Ideas: set up listserv for regional leaders and volunteers; utilize MyJuniata for regional leaders, conference calls, list of contacts in regions for other regions to approach on events.
      - Make contact with each regional leader to offer support, ideas and brainstorming.
      - Identify potential regional clubs.
    3. JCT – Leader, Nicole Close
      - Support and communicate with the Career Services office.

- Approach volunteers for the February Career Day, which will now take place on Friday, Feb. 15 and include JAB and Internship Event.
- Support Job Shadow events as needed by the Alumni Office and regional leaders.
- 4. SAA – Leader, Jess Quinter
  - Attend SAA meetings whenever possible.
  - Serve as a liaison to the Alumni Council and Association.
  - Bring SAA issues to the attention of the Alumni Council.
  - Make Council and alumni aware of ways to get involved, events, etc.
  - Establish a conference call schedule with On Campus Committee as there is much overlap in student involvement.
- 5. On Campus Events – Leader, Jenni Savino
  - Provide alumni help and presence at events throughout the year, such as Freshman Move-In and Senior Salute.
  - Plan and execute the Tailgate Tent and Legacy Reception, Recruit Council and alumni volunteers to help.
  - Notes to incoming faculty (fall) and student award winners (spring).
  - Establish a conference call schedule with SAA as there is much overlap in student involvement.
- 6. MyJuniata – Leader, Lisa Myers
  - Serve as a focus group to provide insight and ideas to promote and improve this new service.
- 7. Emeritus Alumni Council – Leaders, Carol Cannon & David Westover, Emeritus Council Chief
  - Continue to develop this group by working towards creating an Affinity Group.
  - Create list of ways Emeritus Council can volunteer.
  - Plan to meet during Alumni Weekend 2008, and then meet annually at Homecoming.
  - Pursue the possibility of establishing Emeritus Council as an Affinity Group.
- Executive Committee
  - Have conference calls every other month to keep up the momentum in our projects.
- Meeting dates:
  - October 20, 2007
  - February 15, 2008 – Career Day and Internship Fair
  - February 16, 2008 – Council Meeting and Senior Dinner
  - June 5, 6, 7, 2008

## **Bub Parker – Volunteers**

- Stated that we have reached a plateau with the volunteer program within the last couple of years.
- Asked that as Council goes through today's agenda and the goals and objectives for 2007-2008, to think about how we can move the volunteer program to the next level and engage more volunteers in the life of Juniata.
- As we move towards taking our volunteer numbers to the next level, JAA will be an important program to focus on and develop volunteers for – as enrollment continues to be the revenue that generates the life of the College.
- The SAA are holding their retreat today in the classroom of Shuster Hall and will join Council at 2:00 p.m. for break-out sessions and reporting. Council members were encouraged to challenge SAA members and share ideas during the sessions.

### **Dr. Kepple, President**

- Good Hall has been partially renovated in summer 2007 and will be completed summer 2008.
- Founders Hall
  - Reviewed the Founders Hall renderings.
  - Humanities will be in Founders, coming back to the center of campus.
  - An \$8 million campaign was approved - \$4 million to be borrowed and \$4 million through a capital campaign ... have raised \$2.1 million so far.
  - Construction will begin February 2008.
- Shared the two articles about Juniata that appeared in today's *Daily News*:
  - \$1 million gift for the business incubator.
  - A JCEL success story – University Jerky, founded by Brandon Long '07 and Julia Williams '07.
- Campus Continuum
  - A project initiated by Dr. Kepple to promote development of property owned by the College as a 55-and-older community.
  - Property is between the Peace Chapel and Route 26.
  - The theme will be for an active lifestyle and a desire for the life-style amenities that a college town can provide.
  - Building should begin spring 2008.
- Future Endowment Campaign
  - At the upcoming October trustees meeting, the board will vote on starting a silent endowment campaign. The goal will be us to reach the \$100 million level in our endowment. We are currently at \$73 million.
- Strategic Plan Draft
  - The plan has been through a lot of steps, with several hundred people involved in the process.
  - Now to a point to share the plan with everybody ... Juniata's philosophy is to not hide the plan and get it out to lots of people.
  - Dr. Kepple asked Council to read over the plan and email their ideas or write them on the paper draft and send to him.
  - The plan will go to the board of trustees at their April meeting for final approval.
- Discussion about Juniata's response to the Virginia Tech tragedy.

- Juniata has taken steps this fall semester ... doors to the residence halls are locked.
- Students have access to all buildings by swiping a card.

### **Gayle Wampler Pollock '68 – Trustee Report**

- Stated that her experience as alumni trustee is very fulfilling and she is very appreciative of this opportunity to serve Juniata in this way.
- Every trustee meeting has some presentations to inform the board of important issues on campus and the two that were presented at this meeting were:
  - President Kepple sharing Juniata's response to the Virginia Tech tragedy ... He said that Juniata was carefully reviewing all emergency response procedures.
  - Chad Herzog reported on campus accessibility ... in 1995 only three buildings on campus were handicap accessible and now we have 20 with plans to continue this ongoing project.
- These presentations were followed by all other administrative and constituency reports and then each of the committees reported on topics such as budget and construction issues, athletics, education and student life issues and finally marketing and advancement topics of importance. From these meetings the most significant items discussed were the following:
  - The completion of Good Hall renovation project this summer.
  - The funding of the Founders Hall restoration, the next big project. The work will begin on this sooner than was previously planned due to rising construction and labor costs.
  - Also focus on the strategic plan and its implementation on campus.
- It was once again a good and productive meeting. The next board meeting is October 27.

### **David Corman '77 – Survey of the Association**

- In the past few years, members of the Council as well as members of the College administration have been thinking that we need to do some type of an assessment of the membership of the alumni association to find out what is it that the entire body wants. The fact that both groups have independently this need is a testament to the strength of the relationship that the Council has with the Alumni Office, and speaks well of the support that we as an Association have from the College as well as provide to the College.
- The primary question driving this effort is: "Do people understand what the benefits are as a member of the Alumni Association?"
- We as members of the governing body and the Alumni Office have been very much focused on identifying ways to engage alumni to become involved and we've done a very good job. According to the Alumni Office, we have approximately 1,500 active alumni volunteers within the 12,500 living alumni. To help us understand what our alumni want or need as members of the Association, we also need to have a better understanding of what would motivate people - beyond those 1,500 volunteers - to become engaged.
- Our workgroup had a very engaged and animated conference call. Highlights of our discussion include.
  - We need to pursue and put together a survey that asks very good, very focused questions. To identify those questions, we need to learn some things – we need to

tap into what alumni might be thinking and their willingness to participate in a survey.

- We see this survey initiative as a two- to three-year effort.
- The first year we will learn more about our alumni, and identifying and constructing a survey that will be specifically for the Alumni Association. The College has put together another survey that takes a look at communication tools and volunteerism that will be sent electronically to alumni, parents and friends. This is an opportunity to learn what type of information can be collected and how it can be best collected.
- The second year we will conduct the survey, and then analyze the results.
- Based on our analysis, we anticipate and look forward to the following year, when we make recommendations and we begin to put changes into place that make us a better Association ... and make us a better Council.
- Our workgroup is dedicated to following through on this initiative, and we will be having monthly meetings. If anybody has suggestions or questions, please email your input to any of the members on the workgroup: Lisa Jenkins, Eric Jensen, Carol Cannon, Bub Parker, and David Corman.

### **Jennifer Sheckler Savino '71 – On-Campus Report**

- Homecoming Family Weekend (September 21-23, 2007)
  - Alumni Tailgate is going much better than prior years.
    - Now open to all alumni.
  - Legacy Reception
    - Very nice once again.
    - With enjoyable entertainment provided by Randy Kochel, Chris Kochel, Tyler Kochel and Phil Copley.
    - Share Your Story
      - Had lively discussion about campus memories
      - Need to be careful that this sharing time doesn't stagnate.
      - Be creative and come up with different ideas each year.
- Senior Dinner (February 16, 2008)
- Senior Salute (April 3, 2008)
- Congratulatory notes to students (June 7, 2008)
- Welcome notes to 15 new faculty members (October 20, 2007)
- Freshmen Move-in (August 24, 2007)
  - Talked about making some changes.
    - Presently sport teams and SAA help parents and students.
    - In the past we've had six to 10 alums assisting, but this year only one showed.
    - Suggested providing labeled Alumni Council bottled water for parents and students to get our name out there.
    - Suggested that the Alumni Council Executive Committee meet that weekend and also assist in Move-in.
    - Suggested that workgroups who wish to meet that weekend would also assist in Move-in.

## **Carole Miller Calhoun '60 – Regional Events**

- Successful conference call on Oct. 17, 2007 with following group members:
  - Carole Calhoun
  - Carol Cannon
  - Ned Ehrlich
  - George Maley
- JC/DC - Carole Calhoun:
  - David Corman held a planning meeting for the JC/DC club on Oct. 16, 2007.
  - Ideas for events were generated and discussed by the attendees (Some were not possible for this year because of time constraints.)
    - Virginia wine country and tastings
    - Blob Park, MD, Oktoberfest
    - Laurel Park “Day at the Races”
    - Road trip to JC for on-campus Arts events
    - Various Happy Hours
  - Proposed calendar of events for the rest of this year
- Boston/ Rhode Island – George Maley
  - Museum of Science, possible Boston family, winter event
  - Boston Red Sox, spring or summer event
  - Cambridge event will be held again in the fall
  - Pawtucket, RI (AAA) Red Sox event
- Reading/Philadelphia – Ned Ehrlich
  - Reading Phillies (AA) event
  - Philadelphia Park “Day at the Races”
- NYC/NJ – Carol Cannon
  - Has a Pub Night for planning session coming up.
- Discussion: With Bill Berrier '60 moving to Florida, there will be more alumni activities (golf, plus) planned there. Carole will investigate the number of alumni living in the Delmarva beach area, devise a plan to contact these people and determine the possibility of a Delmarva JC club.
- Pittsburgh is an area which is ripe for a flourishing JC club. Ned and George plan to make contacts with friends living in the Pittsburgh vicinity.
- David Meadows asked to share the following:
  - Since last Council meeting:
    - 24 events (including J-Club events)
    - More than 25 lead volunteers
    - More than 600 attendees
  - A calendar of upcoming events is included in the Council Meeting Packets. New dates will be added for November.
  - He requests that we continue to work toward a 12-month calendar, selecting dates for events even if the location is listed as TBA.
  - Under the leadership of Jillian Davis '04, Baltimore area held a small but successful happy hour, with plans for a leadership team to meet in November. David Corman contacted all members of the JC/DC to help that fledgling club.

- Council members Eric Jensen and Lisa Jenkins are co-hosting an Ohio and Indiana area event later this month with the expectation of beginning a club in that region.

#### **Lisa Jenkins '90 – Comments**

- Is working with her congressman to get a Juniata license plate program up and running in Ohio.

#### **Nicole Close '92 – JCT**

- Workgroup members are Nicole, Dave Molchany and Jodi DeStefano.
- Will schedule a conference call within the next two weeks.
- Was motivated last year with student government president about how she can help out by mentoring students with an internship and the opportunity to attend professional conferences:
  - She now has a paid summer internship in place specifically for Juniata students where she works at the U.S. Army, Department of Defense and hopes to interview students during the Juniata Career Day: A Job Internship and Networking Fair on February 15.
  - She will take a Juniata student to St. Louis this coming year for the Society for Clinical Trials for a pre-conference workshop all day Sunday and then go to the three-day conference where Nicole can mentor and introduce to people.
  - Nicole plans to write the process down that she worked with and have it as a guide sheet to send to others. She would like to propose a challenge to other Council members to think about where they work and the different opportunities they have for students.
- Juniata Career Day: A Job Internship and Networking Fair – February 15, 2008
  - Looking for motivating factors to bring more alumni back and to bring the students to the event.
- Job Shadowing – March 30 – 31, 2008
  - Areas are Harrisburg, Philadelphia and D.C.

#### **Bub Parker '91 – MyJuniata**

- MyJuniata is an in-house developed online community for alumni and all Juniata constituents that helps keep them engaged with Juniata College and assist in reconnecting with classmates and friends, etc.
- The history of MyJuniata... It was a long-time coming. It started out being referred to as “the arch” or the “alumni portal,” but is now known as MyJuniata. MyJuniata exists on the enrollment side as well and is a way that prospective students connect during the admission process. It is a natural fit to have MyJuniata continue after graduation.
- There was a lot of research done on the online communities that exist on the Web these days and the Alumni Office looked at some of the most popular online communities and after pricing them – determined that we could use the IT staff at Juniata to develop our own online community. The negative was that it took a long time to develop....the positive is that we are getting exactly what we want. The program “talks” to the data we have in our database on each individual and it is working well. We have just scratched

the surface on the potential for MyJuniata – and enhancement will continue – more on that in a second.

- MyJuniata was launched at Homecoming/Family Weekend 2006.
- What can MyJuniata currently do for individuals? ... When individuals register for an account they receive a username and a password – generated by the Alumni Office - that will allow them the opportunity to access online discussion groups, the alumni email directory, set up a personal page that caters to news that they want to receive about Juniata, including news articles of special interest to them, online registration for Juniata events (on and off-campus), giving and volunteer history, and the ability to post/view class notes and photos for classmates and friends, search for jobs and post their resume with JuniataJobs.com.
- Through the Web site, individuals are encouraged to stay up to date on what interests them the most on College Hill by acquiring an account and visiting the site often.
- MyJuniata accounts ... To date over 600 inquiries about MyJuniata accounts have been received – since MyJuniata was launched last October. Over 450 accounts have been created, while the remaining 150 inquiries have come from alumni who graduated from 2002 until now. Those who graduated in 2002 until now have their Juniata accounts for life....they have just been reminded that their accounts are still live and they can use the username and password they had at JC when they were here. If they do not remember them, the Alumni Office sends the username (we have access to that – and the Help Desk resets their password and emails it to them).
- The future of MyJuniata ... In the quickly approaching future, there will be a full marketing blitz with MyJuniata to our constituents. Picture a postcard going out that plays off the Got Milk? Concept.....it could be something like “Got MyJuniata?”.....it will be a postcard getting people to the Web site and registering for accounts. Also in the future, members of MyJuniata will get email notices when information that they are interested in hearing about is available through MyJuniata....they will be able to select how often they want to receive emails from the system when there is information “waiting” on them....this includes class note postings for classes they are interested in hearing about....news articles, etc, regional events and volunteer programming opportunities. The IT staff is currently working on this and has been given a timeline of the end of this calendar year for completion.
- The hope is that MyJuniata will be a main vehicle of communication for Juniata College. Alumni, parents, family members and friends will be able to communicate with each other and we will be able to keep them engaged with the life of the College....in addition, the Juniata Magazine will be finding a home on the Juniata Web site in the near future and MyJuniata will play a role in class notes for the magazine in addition to other possibilities.

### **Jim Donaldson '67 – Faculty Report**

- Provided bios on the following 12 new faculty members:
  - The three tenure track faculty members are:
    - ***Alison Fletcher, Assistant Professor of History***, worked at as assistant professor of history at Kent State University from 2003 to 2007. She earned a bachelor’s degree in history in 1992 from Bryn Mawr College, a master’s degree in history in 1995 and a doctorate in history in 2003, both



from The Johns Hopkins University. She has worked at the University of Pennsylvania, St. Joseph's University, Cedar Crest College, and Bryn Mawr. She teaches introductory and upper-level courses on European history. Fletcher is currently working on a book, *Faith in Empire: The London Missionary Society and the Building of British Colonial Modernity*. Fletcher received the 2006 Graduate Applause Teaching Award from Kent State and was named a Teaching Scholar in 2004.

- **Norris Muth, Assistant Professor of Biology**, worked as a postdoctoral researcher and teaching associate at Muhlenberg College in Allentown, PA. From 1999 to 2004, Muth worked as a graduate teaching assistant at the University of Tennessee in Knoxville, Tenn., where he taught classes in evolution, biodiversity, plant ecology and general ecology. He earned a bachelor's degree in environmental studies in 1997 from Brown University, a master's degree in forestry science from the Yale School of Forestry and Environmental Studies in 1999, and a doctorate in ecology and evolution from the State University of New York, Stony Brook in 2006. Muth also worked as a research librarian at the Peabody Museum of Natural History in New Haven and as a U.S. National Park Service ranger. His research interests center on conservation biology, community ecology and the history and philosophy of science.
- **Hideki Takei, Assistant Professor of Accounting, Business and Economics**, worked as an associate professor of marketing at the Vysoka Skola Manazemntu (College of Management) in Slovakia from 2006 to May 2007. He also served as associate professor at the Center for Advanced Business Studies at the City University European Program in Slovakia during that time. Takei was a senior lecturer at the City University European Program from 2004 to 2006. He earned a bachelor's degree in economics in 1995 from Josai University in Saitama, Japan, an MBA in 1998, and a doctoral degree with a focus on international business in 2004, both from the Graduate School of Business at Southern New Hampshire College. He has done consulting for Japanese companies and his research interests include e-learning, cross-national and cross-cultural education, and organizational strategy.
- The nine one-year positions are:
  - **Bethany Benson, Assistant Professor of Art**, comes to Juniata after working at Southern Illinois University in Carbondale, Ill. She earned a bachelor's degree in fine arts in 2000 from the University of Massachusetts, Dartmouth, went on to study at Bowling Green State University in Ohio and earned a master's degree in fine arts in 2007 from Southern Illinois University. There she taught introductory and advanced courses in ceramics. She also was a teaching assistant for the university's visual culture course.
  - **Susan Carney, Assistant Professor of Biology**, was a postdoctoral scientist at the Mote Marine Laboratory in Sarasota, Fla., where she studied the population genetics of the Florida manatee. She has taught as an adjunct instructor at the University of South Florida. As a teaching

assistant at Penn State, she received the Biology Department Teaching Assistant Award in 2000. Carney earned a bachelor's degree in 1998 in biology from Muhlenberg College, and a doctorate in biology in 2005 from Penn State University.

- **Arthur Chu, Associate Professor of Biology**, was assistant professor of biology at Manhattanville College in Purchase, N.Y. He earned a bachelor's degree on chemistry in 1974 from Chung-Yuan University in Taiwan and a doctoral degree in biochemistry in 1981 from the University of Nevada-Reno. His experience includes being a postdoctoral associate in pediatrics at the Yale University School of Medicine, a postdoctoral fellow in anesthesiology at Yale, a senior research scientist in biochemistry at Rice University and chief biochemist at the Miami Heart Institute. Chu was a supervisor of the microscopy facility at the Sylvester Comprehensive Cancer Center at the University of Miami, then became associate professor in the Department of Surgery at Wayne State University, and also worked as the assistant director of the Skin Bank at Detroit Receiving Hospital.
- **William Dickey, Instructor in English**, has been a part-time lecturer at Juniata since 2004. He had worked as a writing instructor at Tulane University and as an instructor in language and literacy education at Penn State. He earned a bachelor's degree in English in 2000 from Shippensburg University and a master's degree in English in 2003 from the University of New Orleans. He is currently in the doctoral program at Indiana University of Pennsylvania. Dickey's research and scholarship interest focuses on how terrorism is represented in literature.
- **Paul Ewbank, Assistant Professor of Chemistry**, worked as a technical writing and literature research consultant from 2005 to 2007. He has extensive research experience in organic synthesis and chemistry, with postdoctoral experience at the University of Pennsylvania and the University of Minnesota. He also spent a year in Kyushu, Japan, working for JST Corp. Ewbank earned a bachelor's degree in chemistry and biology in 1988 from Benedictine College and a doctorate in chemistry in 1996 from Carnegie Mellon University. Along with several other researchers, he holds four patents on various types of copolymers.
- **Song Gao, Assistant Professor of Economics**, just completed his doctoral studies at Western Michigan University where he taught Money and Banking and Principles of Macroeconomics. Gao, a native of China, earned a bachelor's degree in business administration in 2001 from China Petroleum University and his master's degree in 2003 from Western Michigan. His research interests center on the effects of privatization on manufacturing productivity and the dynamics of the labor force in China.
- **Herlinda James, Assistant Professor of Spanish**, worked for several years as a freelance Spanish teacher. She earned a bachelor's degree in 1981, a master's degree in 1984 and a doctoral degree in 1993, all in Spanish literature and all from the University of Texas, El Paso. She has held teaching positions at several institutions, including the University of

Texas, Austin, at Stephen F. Austin University in Nacogdoches, Texas, and at Austin Community College, at Southwest Texas State University in San Marcos, Texas and at California State University, Fresno. She also worked as a consultant in publishing for McGraw-Hill and for Holt, Rinehart and Winston.

- **James Kim, Assistant Professor of Politics**, has taught a variety of courses at Columbia University, New York University, Cooper Union and City University of New York. He earned a bachelor's degree in industrial and labor relations in 1997 from Cornell University in Ithaca, N.Y. and went on to earn a master's degree in 2000. He switched gears to earn a master's degree in politics in 2002 from Columbia University and earned a doctoral degree in 2007 in political science.
- **Matthew Powell, Assistant Professor of Geology**, worked as a Humboldt Postdoctoral Fellow at the Alexander von Humboldt Foundation at Johann Wolfgang Goethe University in Frankfurt, Germany from 2006 to 2007. Before pursuing graduate studies, he worked as a research assistant at the Virginia-Maryland Regional College of Veterinary Medicine and as a visiting assistant professor of geology at Washington and Lee University. Powell earned a bachelor's degree in biology in 1998 and a master's degree in geological sciences in 2000, both from Virginia Tech. He earned a doctoral degree in earth and planetary sciences in 2005 from The Johns Hopkins University.
- Several major things going on with faculty:
  - The College must stay accredited and this is the year to write the big report. Five years ago when the interim report was done and reviewed, the reviewers found absolutely nothing to comment on negatively. They were incredibly impressed.
  - Faculty members are concerned because there isn't enough of faculty development funding. The younger faculty members in particular are very interested in attending professional meetings, presenting papers, and building their personal credential files. Dave Good '74 and John Dale '54 have made major gifts to the fund.
  - To appreciate the renovation in Good Hall, you have to visit the faculty offices and classrooms.
- Elumni program
  - Is an active solicitation on Jim's part to engage alumni who want to be entrepreneurial, have ideas for businesses, etc.
  - Giving alums a way to submit an idea with confidentiality guaranteed, have the idea assessed by students in the program, provide feedback and possibly turn it into an ongoing class project, internship, mentoring situations, etc.
  - There are now 12 alums who have submitted their ideas.
  - Web site is at the following link <http://www.juniata.edu/departments/abe/elumni/>.

### **Ryan Conrad '08, Senior Class President**

- Class Officers:
  - Ryan Conrad- President
  - Travis Paul- Vice-President

- Tom Hartzell- Treasurer
- Heather McMinn- Secretary
- Fundraising Opportunities:
  - Juniata College T-shirts- 500+ shirts
  - Sheetz Coupons
  - Senior Class T-Shirts
  - Senior Cards
- Class Gift Ideas:
  - Eagle Statue
  - Stage
  - Channel 98 studio
  - Gold Cards in Huntingdon
  - Suggestions...
    - Meeting with President Kepple- October 31, 2007
    - Continually meeting with Linda Carpenter-Director of Annual Giving
- Activities:
  - “White Out” working closely with J Crew
  - WKVR Concert- November 17<sup>th</sup>
  - Wine Tasting for Seniors
  - E-Letter to update classmates
- If Council has any questions or comments concerning the Class of 2008, please direct them to Ryan Conrad- [conrarp04@juniata.edu](mailto:conrarp04@juniata.edu).

### **Shawn Rumery '08, Student Government President**

- Fast facts
  - 36 senators, 5 execs, 24 votes
  - Only school In conference w/ “minority reps”
  - \$194,250 budget
    - JAB \$90,000
    - Other clubs \$80,000
    - Contingency \$20,000
  - 90+ clubs and organizations
    - USMMA, Drew (40-50)
  - Recent Elections
    - Freshmen: 65-75% participation
    - Open: 60-65% participation
- Progress to date
  - Elections
    - Freshmen
      - Solid participation
      - Great group of freshmen reps

- Very active class
  - Minority seats
    - New process this year
    - Mediocre participation
    - Will be better in the future
- Events
  - Homecoming
  - Block party game
- Purchases
  - Projector
  - Pens
- Gold Cards!
- Treasury
  - Closed inactive clubs
  - Ensured that all were registered
  - Allocated \$3000 thus far
  - \$20,000 remaining for the year
  - JAB budget issue
- Committee appointments
- Yearbook
- Off-campus housing
- Security assessment
  - Locks
- RSO approval committee
- PAR lounge
- Meeting time change
- Student government/JAB/OSA cooperation
- Work with Alumni Office
- Committees
  - Rationale
    - New to 2007
    - Division of labor
      - Increased efficiency
      - Smaller work group
    - Increased Involvement
    - Year-to-year consistency
  - Expectations
    - Each chaired by executive board member
    - Each senator serves on 1 committee
    - Alternate or holding committee
    - Group guided by, but not limited to, vision document
    - Meets as needed

- Periodic updates at senate meetings
- List of Committees
  - Senate reconfiguration – Chair, Shawn Rumery
    - Develop committee to look into changes suggested by Stanley et al.
    - Propose plan by end of 1<sup>st</sup> semester
    - Consider history
  - All Class Night – Chairs, Travis Sumner/Ashley DeMauro
    - Build on success of last year
    - Retain format
      - Activities between skits
      - Nice intro
      - Lots of support to classes (particular freshmen)
  - Public Opinion/Research – Chair, Jigar Patel
    - Use technology and other mediums to gauge public opinion for policy-making purposes
  - Outreach and Marketing – Chair, Ashley DeMauro
    - Improve student government by increasing our visibility
  - Office design – Chair, Justine Kobeski
    - Improve appearance and organization of office
    - Buy projector
    - Discard unnecessary items
  - Sustainability – Chair, Shawn Rumery
    - Be the link between “green” RSO’s, students and administration
    - Make student government business greener
      - Recycling, less paper, less energy
  - Non-Senate Committees
    - Trustee Committees (October 26-27)
    - Faculty Committee
    - Food Committee
    - Emergency Response Committee
    - Accessibility Committee
    - Strategic Planning
- Future
  - Open forums
  - Year-end elections
  - Senate retreats / senator appreciation
  - Clarity of duties
  - Senior gift
  - International outreach
  - Student government as governance organization, not event planning
  - Emphasis on marketing out outreach
  - Strategic planning
  - More senator derived agenda

### **Courtney Harris '08, Juniata Activities Board Chairperson**

- Goals for the year include:
  - Working closer with Student Government
  - Re-Focusing on Membership
  - Jibber and Jabber
  - More opportunities for freshmen involvement (PB n J groups where they can plan their own event with a smaller budget).
  - Fun on Campus!
- National Association for Campus Activities
  - Nashville, Tennessee
  - 5 students
  - Booked most of our Fall acts there
  - NACA Lancaster Updates - acts booked for Springfest and the opening weekends of the spring semester
- Events so far:
  - Friday Night Lives (Roderick Russel, Nick Motil, Pete Francis)
  - Mountain Day
  - JC UpLates (Water Activities, Bon Fire, Man Market)
  - Travel Events (State College and Raystown).
- Looking Ahead:
  - Madrigal (winter/city theme)
  - Major Event (working with a concert and dinner benefit possibility)
  - Beginning to plan events for the spring semester.

### **Beth Woodhouse '08, Student Alumni Association**

- Recruited new members at Lobsterfest.
  - The power of the offer of a free sweatshirt.
  - Approximately half dozen newly recruited members stuck around and truly showed an interest with meetings and Homecoming.
  - Many more have been attending meetings.
- Homecoming was a HUGE success!
  - Used SAA members to help at/with:
    - Registration
    - Set up/clean up
    - Tailgate Tent
    - Advertised Sciencepolooza
    - Legacy reception
- Juniata Career Day
  - New venture, so any help in gathering alumni names, promotion, etc. would be greatly appreciated.
- Senior Dinner
  - Working out ideas for theme and gift and Council's input is greatly appreciated.
  - Looking for speaker ideas.
- Sweatshirts: "Student Alumni Association: Linking Juniata's Past, Present & Future."
  - Helping to get our organization's name out on and around campus.
  - Selling at cost for \$19, sizes S-XXL available.

- Buy one for yourself or sponsor a hoodie to help with members who can't afford one or to use as a raffle to thank people for helping at homecoming.
- Yearbook Report:
  - I have been asked to mention a situation regarding the future of the Alfarata yearbook, for you to think about. The administration is thinking about terminating the yearbook as it now exists, due to a large loss of money and we are in our possible last year of a printed publication. We have been given one last chance to prove we can sell the book and have until Thanksgiving to sell about 200 books before we can even begin to think about production next semester. We are looking for input on marketing ideas, and even for people to sponsor a yearbook (which makes it one less than we would need to sell before Thanksgiving) if we really got desperate.

### **Jessica Yutzey Quinter '00 – SAA**

- SAA is the organization that bridges between the students and the alumni of Juniata. The leadership and membership have made positive gains since Jess started attending their meetings.
- SAA meets monthly – the executive committee (2 juniors and 2 seniors) meets one hour prior to firm up the agenda for the evening. Each speaks during the meeting, making the connection between the committee and all members. At the end of each meeting, members sign up for and break into committees to work on events.
- For the Council meeting, SAA was looking for feedback from alumni. The afternoon session broke into four groups focusing on: Senior Dinner; Career Day; Relationships with alumni and underclassmen; and Relationships between Seniors/new alums and alumni. Council members chose the group they wanted to attend. SAA was eager to hear alumni ideas.
- Council was excited to talk with SAA members, and requested more time for future meetings. David Meadows and Jess will get together with SAA to discuss how the weekend went, the ideas that were shared, and how to make sure they are put into action. SAA members were also happy with the feedback they received.

### **Katie Padamonsky Dickey '97, Assistant Director of Alumni Relations**

#### **Parents**

- HCFW
  - 400 of 769 attendees were parents and family members
  - Programs new to this year
    - Attend Class on Fri. w/ Student (handful – will offer again next year)
    - Meet the Faculty Breakfast Sat. AM (100 attendees – half faculty/half parents/alumni)
    - Presidential Perspective Sat. AM (50 attendees – lively conversation)
    - Affinity Group Gatherings Sat. AM (occasional parent involvement)
    - Typical events were still well attended (sports, arts, Raystown, on-campus meal, movie)
  - Things learned



- Continue to do these things and build attendance
- We can better tailor our message to parents so they feel completely included in all events. Parents comment that it's not clear whether some activities (affinity groups especially) are geared for them or alumni and occasionally registration trips them up.
- Possibility of "Parent/Family Track" and "Alumni" track in brochure and online
- Focus Group to gather information regarding parents preferences re: communications, on and off campus events, vol. opps.
- Leaders emerge to begin a parents council which will function in many similar ways to alumni council

### **Affinity Groups**

- Emphasize the dual purpose of affinity groups
  - CONNECTING – networking, socializing, events
  - IMPACTING – being a part of and making a difference on the campus community
    - Some groups have been doing this, some are expanding the potential to maximize their efforts – alumni speaking to classes, offering internships, etc.
    - Education affinity group – enlisted alumni to put together welcome baskets to be delivered to new student teachers at their classroom – IMPACT on Juniata student, on the alumni, on the co-op teacher, on the students
    - Choir – working toward increasing the international travel endowment – Music, Memories and Meaning
  - Blend those ideas together – Communications affinity group and the student club would like to host an event before the Bailey Oratorical and attend it together.
- Affinity groups are strongest when they have committed volunteer leadership, faculty/staff involvement. Alumni Office offers support and guidance.
- Looking to strengthen groups whose interests coincide with the strategic plan of the College, i.e. rebuilding a lagging history affinity group with events, activities and informing them of Founders campaign so that there's excitement around the projects which the College is focused on. Also Instrumental music will be celebrating 75 years in 2010, and we're beginning to build the affinity group and reunion committee.
- Homecoming
  - 14 groups met with over 175 attendees.
  - Health Professions, Business, Chem/Bio continue to draw large crowds.
  - Emeriti Council – plans for the future.
  - Coming up with best practices for groups which are looking to improve to share ideas.

- Looking for ways to better include parents and current students.
- Currently there is general support among faculty/staff for the HCFW gatherings but most of them are doing the organization without the support of vol. leaders.
- This may be the only event for many groups.
- Sub-committee has been formed with Parisha Shah, JoAnn Bowman, Doug Spotts and Randy Kochel to address some of these issues and develop ways to strengthen the program.
  - Areas of focus for the committee and the alumni council in general
    - Help to identify alumni leadership and possibly getting involved with an affinity group yourself.
    - Strengthen /Create connection with current student clubs which will encourage a natural transition to alumni involvement and help us identify future leaders.
  - Publicity/Visibility
    - Magazine
    - NewsGroup
    - MyJuniata
    - Juniatian for Students

#### **David Meadows '98, Assistant Director of Alumni Relations**

- **SAA** – I have seen a huge improvement already this year and I'm especially proud of the work that the executive committee has done. Together, we've worked to make meetings more engaging and productive, we've focused on and improved numbers and retention of members. SAA had its first big challenge this semester with Homecoming and Family Weekend occurring less than a month after the beginning of the school year. As the one in charge of overseeing the event, I am personally grateful for everything they did to help make it a success.
- **Homecoming and Family Weekend** – More than 750 in attendance. Was early this year because we have to work with dates that are Juniata home and Penn State away football games. That left two options – one in September, one in November. We chose September for a number of reasons, but had to deal with the challenge of it being Yom Kippur and Ramadan. I think we did a good job of making it work to our advantage and made some changes as a result that we will keep in 2008. Next year will be October 24-26. Please put it on your calendar and plan to return. It's a great opportunity to engage in affinity gatherings.
- **Regional Events** – For the Alumni Office to continue to offer appropriate and timely support, please help things to go smoothly by working under the following guidelines:
  - Continue to work toward 12-month calendar, selecting dates for events even if location must be listed as TBA.
  - For mailed invitations, have date to Alumni Office no less than 12 weeks in advance and details for publicity no less than 10 weeks in advance.
  - For e-vites only, have details no less than 4 weeks in advance.
  - Ask for help!

- **Alumni Web site** – New design for photo galleries. I apologize for a span of time during the rollover when galleries weren't posted. But, we've made it through most of the backlog and have put in place a process that will allow us to stay up-to-date more easily.
- **Alumni Intern** – Michelle Campbell '08 is working with us this semester. Her main responsibilities are Job Shadow and a blog for alumni and parents. Please subscribe to the blog and post comments! Visit <http://services.juniata.edu/blog/index.html?event=36>.

Respectfully submitted,  
Evelyn Pembroke  
Alumni Relations Office Specialist