

**Juniata College
Alumni Council Meeting
Shuster Hall, Raystown Field Station
September 27, 2008**

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, Jerome Dvorak '87, Sally Nelling Herritt '82, Lisa Kotary Jenkins '90, Eric Jensen '77, Randy Kochel '79, Nori Kocum Lewis '90, Angie Snowberger Loose '96, Matthew Markiewicz '83, Bruce Moyer '74, Frank Pote '73, Jess Yutzey Quinter '00, Doug Spotts '89, Dawn VanGrin '91

Faculty Representatives: Russ Shelley

Student Representatives: Amin Khoshnevisan, Ryan Johnson, Natalie Hershberger, Heather Lecrone

Staff: Bub Parker '91, Dr. Kepple, David Meadows '98, Katie Padamonsky Dickey '97, Sally Oberle '99

David Corman '77

- Call to Order and recognition of new Council members.
- Minutes from the June 6 & 7, 2008 meetings were approved.
- Theme for the day ... "Strengthening our alumni to student relationship."
- Goals for the year
 - Finalize and put in place the Strategic Plan for the Alumni Association.
 - Identify and put in place a communication plan designed to improve and promote the visibility of the Alumni Association and the relationships that we have in place that support the College, alumni, students and parents.
 - Stay focus and work on the initiatives and programs that are currently in place.

Dr. Kepple – Comments

- Great period of time for Juniata
 - Alumni Council's good work
 - Best faculty and staff ever
 - Best campus ever
 - Highest enrollment ever
 - New Information Commons in the library
 - Muddy Run
 - New track
 - New tennis courts
 - Good Hall renovation
 - Founders Hall project
 - Best athletic programs in our history (six of the seven national championships)
 - J-CEL
 - New theatre program (language and motion)
 - Best fundraising year in our history
 - Alumni Council giving at 100%

- Best Performing Arts Programs
 - Best Art Gallery (new collections)
- 2008 Strategic Plan for Juniata
 - Raise endowment from \$70 million to \$100 million
 - Increase annual fund
 - Offer graduate summer programs
- Due to stock market, Juniata is looking at everything we are doing ... annual fund, endowment, how to set tuition for next year, etc.

Jerome Dvorak '87 – Trustee Report

- Reported that ex-alumni trustee Gayle Wampler Pollock '68 lost her husband, Charlie, on July 23 and the memorial service was well attended with Juniata people. Those wishing to send a card to Gayle, please get her address from the Alumni Office.
- The board of trustees overwhelmingly supports the efforts of Council.
- The board will focus on growing the endowment through campaign efforts.
- Next board meeting is October 9-11, 2008 ... email Jerome with any issues, questions, or concerns for him to present at the meeting.

Bruce Moyer '74 – Juniata Scholarship Fund Focus

- Juniata is tuition dependent and one of the ways to offset that is through the ability of the College to be able to provide a greater number of scholarships to students who are deserving of them for merit and other reasons.
- That scholarship element is totally dependent on upon gifts given to the College.
- Three years ago the College moved the annual appeal from one in which gifts were solicited and received for the general purposes of the school to a much more specific purpose and that is to the creation of a scholarship fund that now represents the heart of our annual appeal.
- Council has been an important part of the annual appeal particularly thorough the ability that the College can say that among its trustees and Alumni Council that everyone has contributed to the scholarship fund.
- Council's giving last year was close to \$18,000 which provided eight scholarships. Bruce asked that Council look at their ability as stewards of the College and what they might be able to do to bump up the bar from eight scholarships to 10 for this fiscal year.

Katie Padamonsky Dickey '97 – Affinity Groups

Affinity Group Handout

The following is the handout that gives a brief affinity group overview. It was emailed to Council members prior to the meeting for their review and to prepare them for discussion: Affinity groups bring together alumni, faculty, current students, parents, and families who share a common bond. Whether based on academics, professions, sports, or activities, affinity groups are a great way to connect with other Juniatians who have similar interests.

Affinity Group Members

- Alumni
- Current students
- Faculty/Staff
- Parents
- Friends

Affinity Group Purpose

- Socialize/Network (benefiting participants)

- Professional networking, friendships, etc.
- Impact the College and current students (benefiting College)
 - Offer mentoring, internships and jobs
 - Assist College and department with strategic goals
 - Support clubs w/ projects – speaker panels, fundraising, etc.

Affinity Group Structure

- Volunteer leadership – some with committees
- Campus liaison – faculty or staff member
- Current students – corresponding student club leaders
- Staff member

Affinity Group Activities (volunteering and otherwise)

- Meet at Homecoming
 - Formal speakers program
 - Update alumni, parents, friends on department or program
 - Professional networking for alumni and students
 - Socializing
 - Working with student clubs on projects
- Support career mentoring, internships, job opportunities (i.e. Communications, Business, Psychology, etc. – Career panels organized by department or student club)
- Arrange projects that impact students (i.e. Education – Welcome Kits to student teachers)
- Organize reunions (i.e. Choir – 75th Anniversary of Choirs)
- Fundraise (i.e. Choir – 75th Anniversary of Choirs)
- Meet at national professional conferences (i.e. Physics)
- Attend affinity-related event on campus (i.e. Communications – Bailey Oratorical, Choir – Homecoming Concert)
- Share the value of a Juniata education with others (i.e. Meet with a guidance counselor to talk about JC experience)

Challenges

- Engaging volunteers and participants
- Identifying and sustaining volunteer leadership
- Making involvement meaningful for all participants
- Moving clubs to next level of involvement

Opportunities

- Coordinating with student clubs
- Alumni Council support
- Emeritus Council

Affinity Groups

- Business, Cheerleading, Chemistry and Biology, Choir, Communications, Education, Emeritus Council, English and Kvasir, Friends of the Field Station, Friends of the Library, Geology, Habitat for Humanity, Health Professions, History, Instrumental Music, International/Eagles Abroad, J-Club, Multicultural Affairs, Peace and Conflict Studies, Physics, Pottery, Psychology, Track and Field/Cross Country

Other Groups that meet but not official group

- Information Technology and Computer Science
- Mathematics

Notes from Affinity Group discussion at Council meeting:

What can they *give*?

- Faculty
 - Connections
 - Bridge
 - Continuity (Building Blocks)
 - Communication vehicle
 - Incentives
 - Level of Trust
- Students
 - Make volunteers feel in touch and connected
 - Give sense of energy
- Alumni
 - Experience
 - Internships and Jobs
 - Relevance
 - Money
- Parents
 - Experience
 - Money

What do they *want*?

- Faculty
 - Relevant Programs
 - Easy Access to Group (Web, etc.)
 - Administrative Asst. from Group
 - “Real World” Sharing for their students
 - The Almighty Dollar \$
 - Internships
- Students
 - Relevant Programs
 - Easy Access to Group (Web, etc)
 - Sharing of Knowledge
 - Guidance
- Alumni
 - Nostalgia
 - Relevance and ease
 - Information sharing
 - Professional Networking and problem solving
 - Connecting to students
- Parents
 - Relevance and ease
 - Networking
 - What is in store for my child?

Overlap

1. Specific topic or program
2. Communication Network
3. Career Connections/Mentoring
 - a. Speaking in class
 - b. Interviewing
 - c. Network
 - d. Resume writing
 - e. Internships
 - f. Shadow Experiences

Russ Shelley – Faculty Report

- In answer to the question, “What is the most pressing issue facing the faculty in the 2008-2009 school year?” Provost Lakso responded “....moving forward with a plan to improve our students’ writing ability.” To that end, the faculty is examining the connection between freshman year English (CWS) and upper level writing courses (CW). Connections in progress are 1) determining observable progress in writing ability; 2) creating consistency between how writing is taught in CWS and how writing is taught in CW courses; 3) requiring CW course faculty to attend annual teaching-of-writing workshops to ensure quality control; and 4) finding some common ground on what constitutes good writing.
- In combination with the above, Juniata received a substantial grant for the purpose of developing a campus Scholarship of Teaching and Learning (SoTL) lab/office/resource room. Work is moving forward on that project. 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.
- CWS = In CES, students will develop their reading, writing, and analytical skills, CWS will introduce students to the diverse modes of thought and communication that characterize the college experience. Individual conferences, peer reading, revision of writing and portfolio assessment are some of the essential elements in this proves-oriented approach to college work.
- CW = **III. Communication Skills** In addition to the College Writing Seminar, students will take at least four “C” courses (minimum 12 credits), two of which must be writing-based and two of which may be speech-based. Two courses must be in the P.O.E. and at least one of those courses must be at the 300-level or above. A writing-based (CW) course requires at least 25% of the grade be determined by one or more writing assignments that receive structured feedback on the writing by the instructor. This structured feedback may take two forms: 1) one or more writing assignments that require rough drafts to be reviewed and commented upon by the instructor; or 2) based on multiple assignments where earlier graded, commented upon assignments are returned to students before later assignments are due. Either option may pertain to an individual or a group of students.

Work Group Reports

The following groups met to develop objectives and work plans for the coming year, and David Corman requested a status report from each group by October 20

- Affinity/Regional
- SAA/Campus Activities
- MyJuniata/Communication Plan

- Strategic Plan/Survey
- JCT/Job Shadow

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)

Ryan Johnson '10 – Student Government

- Fast Facts
 - 36 senators, 6 execs, 24 votes
 - Co-Treasurers
 - Only school in conference with minority reps
 - \$194,260 budget
 - JAB \$95,000
 - Other clubs \$80,000
 - Contingency \$20,000
 - 90 + clubs and organizations
 - USMMA, Drew (40-50)
 - Recent elections
 - Freshmen: 80% participation
- Progress to Date
 - Elections
 - Freshmen
 - Good participation
 - Great group of freshmen reps
 - Very active Class
 - Events
 - Freshmen dinner
 - Freshmen Convocation
 - Purchases
 - Monitors
 - Voting pamphlets
 - Treasury
 - Closed inactive clubs
 - Ensured that all were registered
 - A-Board

- Allocated \$1,400 thus far
 - Committee appointments
 - RSO approval and accountability board
- Committees
 - Expectations
 - Each chaired by executive board member
 - Each senator serves on 1 committee
 - Need based system
 - 3 Committees
 - Sustainability
 - Marketing
 - All Class Night
- Non-senate committees
 - Academic judicial board
 - Accessibility committee
 - Awards committee
 - Budget team
 - Emergency operations committee
 - Enrollment management committee
- The future
 - Open forums
 - Homecoming
 - Senior gift – coming soon
 - Food court naming
 - Coffee shop
 - Website
 - Pens/bottle openers
 - Good Hall dedication – October 10th

Natalie Hershberger '09 – Juniata Activities Board (JAB)

- Approximately 200 members on our mailing list
- 55 students at first meeting
- Approximately 30-40 students at each weekly meeting
- Goals
 - Recruitment – SnoCones at Lobsterfest were a hit!
 - Retention – focus placed on sophomore participation from the large freshman recruitment last year
 - Providing fun on campus!
- Events Thus Far
 - Friday Night Live – Saliesh (hypnotist) and Jay Black (Comedian)
 - JC: Up Late – Foam Dance Party, S'mores, and Tie Dying on TnT Patio
 - Mountain Day!
 - A day at the Lake - Kayaking and such at Raystown Lake
- Looking Ahead
 - Friday Night Live – Blue Jupiter (accapella group), Jason Bishop (illusionist – homecoming and family weekend)
 - Madrigal
 - Juniata Idol (JC: Up Late and Channel 98)
 - Springfest teaming up with Relay for Life

- For the Future
 - This year we received great feedback for our large amount of activities available for students during the first weekend (FNL and JC: Up Late). Students not only had a lot of fun, but Res. Life also noticed fewer problems across campus. We will make a point to continue providing students with a full first weekend of activities.

Heather Lecrone '09 – Student Alumni Association

- Freshmen move-in
 - New way of helping
 - Replaced RA's handing out ID cards and keys
 - Directed traffic to dorms
 - President's picnic
- Freshmen gift
 - Extra gift
 - Standing Stone Coffee Company coupon
 - Welcoming note from SAA
- Lobsterfest
 - 30 new students signed up
 - Freshmen / sophomore interest
- Homecoming & Family Weekend
 - Committee sign-ups
 - Tailgate tent
 - Legacy reception
 - Decoration
 - Student involvement
- SAA Calendar of events
 - Freshmen, sophomore, and junior class events
 - February 27 – Juniata Career Day
 - February 28 – Senior Dinner
 - April 2 – Senior Salute
 - June 11-14 – Alumni Weekend

Current Student to Alumni Relationships: Strengthening the Foundation – Breakout Sessions

Group Topic: Career Development & Networking

JoAnn Bowman '75 (scribe), Eric Jensen '77 (leader), Angela (Snowberger) Loose '96, Matthew Markiewicz '83, Dawn VanGrin '91

(SAA) - Erin Satterthwaite, Jen Barry Rachel Kern

Career Development & Networking: Brainstorm

- Online alumni directory
 - Right “meta-data” and access keywords
- Online student database
 - Same criteria as alumni directory
 - Ability to trade/change mentors
 - Career-background context/bio for Career Day
- Lunch and learn event instead of Career Day event
- Networking/alumni communication

- Assignment starting freshman year
- Get in touch program for pre-freshmen
- How do professors fit into the networking equation?
- Workshop ideas
 - Networking
 - Women in the workplace
 - How to interview
- Change name of Career Day
- Drill down online database
 - Career builder-type system to create and hold profiles?
 - Add keyword feature to existing database on-campus
 - Build this system
 - SAA/clubs/faculty/Career office/etc. – integrate into curriculum
 - Request for help/etc.
 - Response to request
 - Standing Alumni Army – how to build this army
 - On-campus workshops during Career Day

Career Development & Networking: Notes

Group Topic: Engaging Students with the Alumni Association from Day 1

David Corman '77, Lisa Kotary Jenkins '90 (leader), Bruce Moyer '74 (scribe)

(SAA) - Erin Johnson, Kat Pearce, Paul Dennehy

Alumni Connections from Day 1: Brainstorm

- Earlier in student's career
 - Currently starts in Junior Yr
 - Engage in fall of Freshman Yr
- Possibly have 2 mentors
 - One broad, one more POE intensive
- “Job Shadow” experiences in each yr- more flexibility in arranging with mentor at convenient time
- Seek more inclusiveness in JC network wherever the event, invite prospective students & others
- JC “Hostels”
 - Juniata students when interviewing in distant cities for jobs, grad school, etc
- Give a “welcome” piece of JC memorabilia to each graduate, at commencement, welcoming them to Alumni Association.
- Create network of students/alumni ambassadors who are from same geographic area as prospective students
- Letters from current JC students to guidance counselors offering availability to answer questions

Alumni Connections from Day 1: Notes

- Improving Mentor Program
 - Make it life-driven, not career-driven
 - Put mentor program into orientation
 - Have faculty emphasize importance

- Create orientation for mentors- understand how they can make a difference
- Create more personal connection between mentors and students
- Start connection off stronger
 - Possibly at Homecoming
 - Phone call, Skype call
 - Hand-written letter from mentor to mentee
 - Foster “meeting time” between mentors and mentees
- Invite grads upon graduating, to become mentors

Group Topic: Improving the SAA/Alumni Council Relationship

Carol (Connell) Cannon '86 (leader), Jerome Dvorak '87, Sally (Nelling) Herritt '82, Frank Pote '73, Jess (Yutzey) Quinter '00

(SAA) - Renee Stiehler (scribe), Eric Frys, Beth Woodhouse '08

SAA and Alumni Council Connection

Big Picture Ideas

- Social gatherings (important to meet face to face to make the connection)
- Regional Events – invite, attend, possibly help plan
 - Link alumni with SAA members
- Gathering with all students
 - There needs to be a purpose for alums to attend
 - Possibly a JAB event or Juniata Presents
- Communication
- Early connection (freshman, sophomore)
- Career Day help
 - Do a social first to help break the ice
 - How to dress and to present yourself
 - Tips for interactions
- Coffeehouse
 - Small groups
 - Continual connection
 - Informal meetings/events
 - Local alums
 - Possibly with some regularity (monthly or bimonthly)
- Speak in classes
- Alumni/SAA profiles – match them up

Main Idea with details – Alumni/SAA profiles

- Bios of SAA members and Alumni Council members that would allow SAA members to ‘see’ council members and vice versa prior to the SAA Retreat at the council meeting to see who you would be interested in meeting and talking to
- After the meeting, students would be able to pick their top three/five council members they would like to be matched up with to keep in contact with (a way to initiate the connection between Alumni Council and SAA) (to keep this feasible, providing the profiles and encouraging students to make a certain number of connections would be fine – we could follow up on it at the SAA meetings)
- Bios would include interests, volunteering, not just the standard (Name, job, POE while at Juniata) – the campus events/SAA working group will create this format by June so that it can be ready by the September meeting

- Have a third party (SAA Exec Board, someone from Alumni Office, etc.) match up the alums and students – that way everyone has someone to connect with and no one is left out or overwhelmed with 10 people to communicate with since SAA members outnumber Alumni Council members (this does not have to be a match for the year – we were more looking at giving everyone the information to begin conversation/contact)

Group Topic: Regional Events/Off Campus Event Planning

Carole (Miller) Calhoun '60 (scribe), Jodi (Reiter) DeStefano '04, Doug Spotts '89 (leader)
(SAA) - Nicole Staricek, Tyler Kochel, Katy Vanderau

Regional Events/Off Campus Event Planning: Brainstorm

- Event combining to get new groups going
 - Three new alumni groups
 - Finger Lake bus tour
 - Strong group combines with weaker, smaller area
- Student involvement
 - How?
 - What events?
 - All age friendly events (non-drinking for all ages)
 - How to get the word out to students?
 - Common place to go on the Web (look for Web link)
 - MyJuniata marketed to students
 - Could we use the message board planned for outside cafeteria to post?
 - Mailing card of alumni events to students interning in a given area
 - When are student breaks? What events could be planned?
- Get alums back to campus
 - Field trip to see Founders renovated

Regional Events/Off Campus Event Planning: Notes

- Expanding Juniata alumni events, planning and attendance to include JC students
 - Event combining
 - Increasing student involvement
 - Bringing alumni back to campus
- Event combining
 - Have a large, strong group combine with a smaller, weaker group for an event
 - Model ways to run events/plans
- Use of MyJuniata for students
 - How to introduce them to this Web site
 - Let them know what events are scheduled
 - Make this introduction part of the Freshmen 1A course
 - Use logo and font of MyJuniata to link for information
- Make a Face Book account
 - Contact Nicole Staricek with announcements that she can put on Face Book
- Contact the president of Student Government and request that alumni regional events are posted on the outside of Baker
- Plan events
 - To interest and draw current students (especially think of interns who might be in the area)
 - For all age groups – not just “happy hour” events

- During breaks for students in the area
- Get alumni back on campus
 - Let students on campus be aware
 - Perhaps a field trip for alumni to come back to tour the renovated Founders could be planned for next fall

Group Topic: On Campus Event Planning

Ellen (Church) Coffman '67, Randy Kochel '79 (leader), Nori (Kocum) Lewis '90 (SAA) - Heather Lecrone (scribe), Heather Wolfe, Betsy Freeman, Hillary Kulik

Campus Events: Brainstorm

On Campus Events:

- A Move-In Day
 - A Inbound move-in
 - Key Handout/ID card Friday
 - Orientation packets/early contact
- Homecoming
 - Legacy
 - Tailgate
 - Affinity Groups
- Career Day/Wine and Cheese Reception
- Senior Dinner and reception afterwards

Homecoming- Student Involvement

- Zero awareness of affinity groups
- Increase via professors
- Advertise
- Something new- such as events
- Topic or panel
- Team building exercises

Class Dinner

- Not just for seniors

SAA Mt. Day

Informal event- coffee house

Dorm- related intramural

Away game sporting events and local alumni clubs

- Dinner/ reception before
- Reception in home or coffee house type thing

Alumni Dinner Series

- Career or POE advice
 - Weekday evening

A Not-Pig Pig Roast

- Post pig dinner or dessert- end of April
- Groups of students/alumni go to dinner together to Hoss's and such- facilitated by SAA
- Dessert social
 - Co-sponsor with senior class

Campus Events: Notes

Move-In for Inbound Program

- A About 150 students that need help moving in and program is still growing
- Maybe 1 or 2 alumni could help, especially since it's the Sunday a week before classes start

Freshman Orientation Packets

- With SAA Flyer include welcome note from Alumni Council as well
- Also include basics of what Alumni Council does and is
- Possibly use this space to include little note relating to life advisor alumni and tell freshman this person will be in touch with them soon

Affinity Groups

- Better mingling
- Start with an ice breaker to get everyone to feel comfortable with everyone

Event for freshmen to get SAA name out there

Planned Mt. Day for alumni at Raystown

- Sporting games like kickball and such
- Picnic food
- Opportunity to bring families together

Informal Coffee House at Standing Stone

- A Need really good ice breaker to make initial connections with alumni and students

Dorm Wars

- Alumni come back and join current students in their dorms
- Perhaps this happens during Homecoming
- Games such as tug of war or maybe some kind of egg toss and things like that; short competition things

Off Campus Sporting Events

- Connect students who go to the championship games and such with alumni that are also attending
- Maybe have after game "socials/receptions" at alumni homes to discuss the game and continue excitement and school spirit

Local Sporting Events

- Have local alumni host after game "sports talk"

After Senior Dinner Reception

- Dessert social maybe to continue connections since alumni and students will both be here

Start a freshman, sophomore, and junior class dinner

- Similar to Senior Dinner, maybe less formal, use to bond students and invite some alumni back

Work with Darwin and Career Services to have dinner in Sill Board Room with alumni speakers

- Darwin has money for this???- I'm not sure why or how I wrote this

- Perhaps have alumni back for a dinner where they talk about what their POE's were and how it led them to where they are now

 After Pig Roast alumni event

- Dessert social
- Take advantage of the fact that lots of alumni are already back for that weekend
 - Perhaps this targets more of the younger alumni crowd
- Possibly have the sr. class co-sponsor this

 Legacy Reception

- Too formal, not enough mingling
- Need good music and picture presentation running
- Ice breakers like youngest to oldest are good
- Open mic to have alumni tell their funny stories is interesting but risky because people might not want to get up and share something

Respectfully submitted,
Evelyn Pembroke
Alumni Relations Office Specialist