



Alumni Council June 2, 2017 Meeting Minutes

Meeting Attendance

Those in attendance indicated in bold

Council Members	Staff and Faculty
<p>Lee Abramovitz '89 Ashley Appleman '07 Annette (Reeder) Bair '93 Christopher Bair '92 Paul Berry '05 Christie Brown '92 Gabe Castro '12 Bonnie (Wineland) Crawford '64 Doug Eadline '79 Fran Fiorino '78 Mike Ford '82 Shane Gallagher '10 Timothy Gill '08 Tracy (Stough) Grajewski '86 Joy Hadley '84 Stephanie Haines '92 Michael Kenawell '99 Elise Mihranian '14 Russell Miller '90 Brenton Joo Mitchell '06 John Noble '61 Marion (Kercher) Oliver '64 Jigar Patel '08 Debbie Reidy '10 Bill Rys '96 Gregory Schmidt '77 Parisha Shah '01 Rounida Shwaish '15 Diane (Morrow) Snider '79 Jennifer Wade '88 Roxann (Binner) Yon '84</p>	<p>Katie (Padamonsky) Dickey '97, Associate Director of Alumni Relations Chris Gibboney, Alumni Relations Specialist Genna (Welsh) Kasun '06, Director of Social Media and Content Coordination David Meadows '98, Director of Alumni Relations Christina (Garman) Miller '01, Associate Director of Alumni Relations Miranda (Gresko) Peruso '00, Director of Annual Giving Holly Rennell, Enrollment Counselor Tammy Stuber, Assistant Director of Career Services Jim Troha, President Gabe Welsch, VP of Advancement & Marketing</p>
	Emeritus Council and other alumni
	<p>Karen (Bennett) Dimacale '87 Chris Gahagen '94 Dottie (Lehman) Hershberger '50 Dan O'Sullivan '64 Tom Rupert '63 Kathy (Forsht) Salmon '67</p>

Action
Items

	Action Item	Owner

Meeting Minutes

Time	Topic	Minutes	Related Attachments
1:07 PM	Call to Order	<ul style="list-style-type: none"> • Annette Bair called the meeting to order 	



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1:09 PM	Introduction of New Council Members	<ul style="list-style-type: none"> • Christie Brown introduced the new council members • Each of the new members gave a brief introduction of themselves 	
1:17 PM	Council and Guest Introductions	<ul style="list-style-type: none"> • Roundtable introductions 	
1:24 PM	Review of Agenda and Packet	<ul style="list-style-type: none"> • Annette Bair did a review of the materials in the folder • Note cards for students who won awards at spring convocation 	
1:28 PM	Approval of Meeting Minutes	<ul style="list-style-type: none"> • Mike Ford motioned to approve the February meeting minutes 	
1:29 PM	Team Building Activity	<ul style="list-style-type: none"> • Brenton Mitchell led us in a team building activity 	
1:42 PM	Administration Comments	<ul style="list-style-type: none"> • President Troha talked about the key focuses and needs of the College and how council has helped drive and move toward these key focus areas <ul style="list-style-type: none"> ○ Giving <ul style="list-style-type: none"> ▪ Thanked for helping with the double giving campaign ○ Enrollment <ul style="list-style-type: none"> ▪ Jim talked about how competitive the higher education market is getting ▪ We are starting to see institutions that increased financial aid after the May 1 deadline ▪ We have seen institutions sending letters to students who deposited elsewhere stating that, if unhappy with package, they would be happy to talk to them ▪ Key Juniata Issues <ul style="list-style-type: none"> • Affordability related to value • Demographic changes (drop in PA high school graduation rates, expected until 2023) ▪ Jim encouraged all alumni to help with recruiting students to make the Juniata name more broadly known ▪ Juniata will need to be very diligent and intentional about how to engage the alumni community over the next several years to meet enrollment targets ▪ Enrollment is around 80% of our revenue, so the success of this institution is based on our enrollment numbers 	



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		<ul style="list-style-type: none"> • Incoming Class Goal <ul style="list-style-type: none"> ○ 420 Freshman ○ 26 Transfer students • The last week of April had a slowdown in deposits • Current Class Expected at 370 • 26 international students coming from 10 different countries are currently committed. The school is feeling good about that • Juniata is also in the process of working with 6 community colleges to create clearer pathways to Juniata and to graduate in 4 years • Budgets are built on the expected incoming class, which means that there is going to be a financial impact <ul style="list-style-type: none"> ○ Wages are going to remain flat for the next year ○ Additionally, health care expenses went up much higher than expected • We cannot have two successive years of not hitting our number by that much • There have been times in our history when Juniata has been pushed financially. It is likely that we are going to see a financial impact over the next 8 years. • We are about to record the best fundraising year ever in the history of this institution by several million dollars • 2016-2017 was a record year and we have exceeded our goal for the Juniata Scholarship Fund • We are on pace to reach our \$100 million for the campaign (6 to 7-year campaign) • Endowment is sitting at the high-water mark (highest ever) at \$115 million. This is about half of our peers and our aspirants • 25% alumni participation rate: this is high compared to our peers, but it still means that 75% of our alumni do not give back • The search for the <i>Dean of Institutional Equity and Inclusive Excellence</i> failed. The person we made an offer to did not accept because they could not make the move. • Rob Yelnosky's previous position, VP for Finance & Administration, has been filled. Christine Gibson started yesterday • Jim talked about a "fine line" being president and feeling more like a coach. There is more positive than negative by far and he believes we will come out of this a stronger institution 	
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2:28 PM	Trustee Comments	<ul style="list-style-type: none"> • Bill Rys provide trustee comments <ul style="list-style-type: none"> ○ The full board meeting was a bit different this time around with an icebreaker called “Eagle Eye” ○ Everyone on the board had to talk for at least 2 minutes about whatever was on their mind ○ Proved to be a great exercise that brought not only the big picture issues but also other important issues ○ The biggest issue the board is focused on is the enrollment and funding issues • Board believes the college has the right team and plan to move forward and address these issues 	
2:32 PM	Alumni Staff Comments	<ul style="list-style-type: none"> • David said thank you to everyone who participated in the feedback session on MyJuniata • If you have not registered yet, please do so at my.juniata.edu. • In the month since the launch we have had 600 registrations • Another mailing is going out for people who have not yet registered • MyJuniata has had \$15,000 in gifts without a direct solicitation through MyJuniata • Katie Dickey thanked everyone who volunteered to help out and reviewed them to address any questions 	
2:42	Juniata Community Scholarship Training	<ul style="list-style-type: none"> • The enrollment committee lead council in a training session in order to better enable council to support the College’s enrollment goals 	 Alumni Council - Juniata Community!
	Enrollment Cycle Placemat	<ul style="list-style-type: none"> • The enrollment cycle placemat is a one-page document which describes the College’s enrollment cycle and how alumni can get involved at each stage of the cycle • Moving forward, the enrollment committee will be reviewing the enrollment cycle placemat at each council meeting in order to enable increased council and alumni participation in the enrollment cycle. 	 Juniata - Alumni Council - Enrollment
	Juniata Community Scholarship	<ul style="list-style-type: none"> • Holly Rennell explained the Juniata Community Scholarship Process • The community scholarship provides a way for alumni to refer students to Juniata and receive a \$1,000 per year scholarship at no cost to the person who refers the student • This program is extremely important to the College because it is the single largest referral source to the College and has the highest matriculation rate among all referral programs to the College 	



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		<ul style="list-style-type: none"> • For 2017 <ul style="list-style-type: none"> ○ 30% (108) of the incoming class was referred through a Juniata Community Scholarship ○ 49% of students referred with a Juniata Community Scholarship decided to attend Juniata ○ For more information on the program contact the enrollment office or check out http://www.juniata.edu/admission/juniata-community-scholarship.php 	
	Starting the Conversation	<ul style="list-style-type: none"> • The key to conversing with prospective students is to not worry about facts, figures, and specific details about Juniata. We have a website and office that can provide that information. Alumni's greatest value is to share the stories they have from Juniata and make an emotional connection with prospective students. 	
	Tailoring the Message to Students Exercise	<ul style="list-style-type: none"> • Council engaged in an exercise where we broke into groups and practiced having a conversation with a mock student 	
3:45	Committee Break-Outs	<ul style="list-style-type: none"> • Committees met and did a review of their accomplishments for the year 	
	Enrollment Committee	<ul style="list-style-type: none"> • Achieved all goals for the year and overall had an amazing year with our success being mostly attributed to tying specific initiatives to each goal and having an owner of each initiative with a well throughout project plan. 	
	Career Services Committee	<ul style="list-style-type: none"> • What is the committee most proud of? The Career Services Committee is most proud of the work done over the past two years to establish a Speakers Bureau that the office can call on. About 25 alums were enlisted in Spring 2016, and some of them have already come to campus to speak. In Fall 2016, the committee wrote thank you notes to alums who agreed to take part in the Speakers Bureau. The Committee would also like to note its continued involvement with helping to make Career Day and the Wine & Cheese Networking event a success. • What lesson did you learn (combine with #3, Recommendation(s) for next year)? Two lessons learned/recommendations would be to get as specific as possible with plans, and to seek help, when needed, from outside the committee. The third is to find ways to simplify the wine & cheese event. Tammy Stuber and Chris Gibboney have discussed ideas, but time 	



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		<p>limitations did not allow those ideas to be shared during the breakout session.</p> <ul style="list-style-type: none"> • Who to thank? The Career Services Committee would like to thank the members of Alumni Council for their generous contributions to the Wine & Cheese Networking Event. Personally, Jennifer Wade would like to thank Tammy, Chris and the members of the committee for their work and guidance this past year. 	
	<p>Development Committee</p>	<ul style="list-style-type: none"> • What are we most proud of? We contacted all of the approx. 100 folks on our list that we had agreed to contact. • What lesson did you learn? We learned that just as Alumni Council is not our #1 priority, giving to Juniata is not the #1 priority of those that we may talk with. Also, we learned the value of structure in our planning, preparation for productive meeting time, and goals. • Recommendation for Council or Committee: We plan to be more organized next year, by preparing to write solicitation notes during the fall meeting. We also talked about making our contacts more personal by including info on council members with our notes. • Who do you want to thank? We want to thank Miranda for all of her support, ideas, and energy; Alumni Council for meeting our goals of 100% participation and 50% increase in gift amount; David Meadows for his help and support in trying to focus our efforts. 	
	<p>Communication Committee</p>	<ul style="list-style-type: none"> • What was the committee most proud of? <ul style="list-style-type: none"> ○ Emeriti Council Newsletter (3X a year) ○ Creation and growth of the Alumni Council Facebook Page • What lessons were learned? Need to find a way to share alumni updates to those who don't use social media. • One recommendation for all of council or for the committee? Recommendation was work on sharing alumni updates to those who don't use social media in a different way. • Who do you want to thank? Genna Kasun and everyone who is on the committee, along with those who shared stories. Thanks to Shane for being on top of posting things to the Alumni Council Facebook Page. 	