



Alumni Council June 8, 2018 Meeting Minutes

Meeting Attendance

Those in attendance indicated in bold

Council Members	Staff and Faculty
Lee Abramovitz '89 Ashley Appleman '07 Annette (Reeder) Bair '93 Christopher Bair '92 Paul Berry '05 Gabe Castro '12 Doug Eadline '79 Mike Ford '82 Shane Gallagher '10 Timothy Gill '08 Tracy (Stough) Grajewski '86 Joy Hadley '84 Stephanie Haines '92 Michael Kenawell '99 Elise Mihanian '14 Russell Miller '90 Marion (Kercher) Oliver '64 Jigar Patel '08 Debbie Reidy '10 Gregory Schmidt '77 Parisha Shah '01 Rounida Shwaish '15 Diane (Morrow) Snider '79 Roxann (Binner) Yon '84	Katie Dickey '97 , Associate Director of Alumni Relations Chris Gibboney , Alumni Relations Specialist Cindy Gibboney , Director of Enrollment/Alumni Engagement Marita Gilbert , Dean of Institutional Equity & Inclusive Excellence Genna Kasun '06 , Director of Social Media & Content Coordination David Meadows '98 , Director of Alumni Relations Miranda Peruso '00 , Director of Annual Giving Jim Troha , President Jim Watt , VP for Advancement <div style="background-color: #2c3e50; color: white; text-align: center; padding: 2px;">Incoming members for 2018-2019</div> David Christopher '96 Esther (Phillips) Clark '72 Sarah (Young) Fisher '75 Danielle (Rupp) Gladfelter '87 JoJo Harris '10 Marty (Utts) Jones '67

Action Items

	Action Item	Owner



Alumni Council June 8, 2018 Meeting Minutes

Meeting Minutes

Time	Topic	Minutes	Related Attachments
1:01 PM	Call to order/Welcome	<ul style="list-style-type: none"> • Ashley Appleman called the meeting to order 	
1:02 PM	Introduction of New Members	<ul style="list-style-type: none"> • Annette (Reeder) Bair '93, A&N Committee Chair <ul style="list-style-type: none"> ○ Sarah (Young) Fisher '75 ○ Marty (Utts) Jones '67 ○ David Christopher '96 ○ Esther (Phillips) Clark '72 	
1:06 PM	Council, Staff, and Guest Introductions	<ul style="list-style-type: none"> • Council members introduced themselves 	
1:12 PM	Review of Agenda and Packet	<ul style="list-style-type: none"> • Ashley Appleman reviewed the materials in the folder • Doug Eadline motioned to approve Meeting minutes • Seconded by Greg Schmidt 	
1:13 PM	Trustee Comments	<ul style="list-style-type: none"> • Tracy Grajewski '86 gave updates from the April Trustee Meeting <ul style="list-style-type: none"> ○ Michelle Bartol '84 (Enrollment) is retiring from Juniata. Thanked her. She will remain in Huntingdon, PA <ul style="list-style-type: none"> ▪ Be sure to congratulate her ○ Edits to the Meeting Schedule for 2018-2019 <ul style="list-style-type: none"> ▪ Synced so Trustee/Alumni Members can attend both meetings ○ Significant investment project at Hawn's Bridge Peninsula <ul style="list-style-type: none"> ▪ Juniata has come out in support of project – helping developers understand environmental impacts of project ▪ Concern about effects of Tourism – natural resources of Raystown Lake and Huntingdon ▪ President Troha explained why JC supports ○ Students commented about how well Juniata has handled controversial events on Campus ○ Faculty echoed support of inclusive environment on campus ○ 4 Fulbright, 1 Goldwater and 1 Newman Civic Fellowship Scholarship - significant ○ Election of new Trustees 	



Alumni Council June 8, 2018 Meeting Minutes

		<ul style="list-style-type: none"> ▪ Alumni Council/Trustee - Sarah (Young) Fisher '75 ▪ New Trustees for 3-year terms – Dan Sunderland, Randy Deike, Friedhelm Wulczyn ○ Audit Committee <ul style="list-style-type: none"> ▪ Tasked w/ Enterprise risk management project ▪ Best practice in terms of audit to have in place and functioning well ○ Several students presented projects <ul style="list-style-type: none"> ▪ In Community and Globally ▪ Continually impressed by Juniata Students and what they are doing ▪ Projects are highlighted on portal ○ Learning Topic – Learning Commons <ul style="list-style-type: none"> ▪ Got a look at plans for Beeghly Library and heard from the architect ▪ Final plans not ready for broad distribution ▪ Had great dialogue regarding plans ▪ Maintaining history while turning into a very collaborative, bright, open space ▪ Focus point for student services on campus ○ General Education Curriculum changes have been approved by faculty ● Tracy closed with appreciation for the opportunity to serve this body 	
1:24 PM	Administrative Comments	<ul style="list-style-type: none"> ● Jim Watt, VP of Advancement ● Jim spoke about his new Role at Juniata <ul style="list-style-type: none"> ○ In current position for 6 months and added in Alumni Relations ● Jim attended Liberal Arts Summit on Advancement <ul style="list-style-type: none"> ○ Discussed budgets, staff sizing ○ Jim got to brag to his colleagues ○ Juniata is a relatively small “shop” ● Jim asks of us to say Thank you to JC Staff 	
1:28 PM	President Comments	<ul style="list-style-type: none"> ● Jim Troha, President ● Council Requested Topics: <ul style="list-style-type: none"> ○ Student Life ○ Community and Interactions with Community <ul style="list-style-type: none"> ▪ Community – a lot harder than President Troha could have anticipated ▪ For a whole host of reasons, there are problems to get where they want to go 	



Alumni Council June 8, 2018 Meeting Minutes

		<ul style="list-style-type: none"> <ul style="list-style-type: none"> ▪ Huntingdon likes who they are – the majority does not want change ▪ For all the good, Huntingdon likes to be a town with a college but not a college town ▪ There is some resistance, but overall good conversation with community • Unique Experience/Encounter with Student tor Alumni • President Troha discussed 4 Key Topics • Enrollment <ul style="list-style-type: none"> ○ Demographic challenges – stories about rural liberal arts colleges being stretched ○ Buyers’ market right now – everyone is dictating prices ○ At mercy of market and market is pushing back ○ Strategy to recruit students is about bottom line ○ Less conversation about the programs and strength of the school ○ 400 student enrollment goal – going to be 15-20 short (375) looking to get up to 385-390 for this year ○ Net revenue per student is where we thought – maybe a little short ○ Quality of Student body is important ○ Made a decision - not willing sacrifice quality to get quantity of students just to reach 400 mark ○ Keep recruiting students who will be successful ○ Numerous institutions have gone for quantity and that decision can be seen in rankings ○ Over time, can come back to haunt ○ JC not eager to do that – taking In smaller classes and raising academic quality ○ Strongest class – average ACT 27.3 ○ Going to miss volume, but we will have great quality ○ Gender: 56% Females /44% males ○ 60% PA, 40% out of state ○ International diversity is where it has always been or a little stronger ○ Next 6-8 years can count on smaller class sizes. If we can maintain 1,500 student body then we are doing well. Right sizing “Cruise Ship” – size of faculty, staff, team ○ Requires very difficult budget decisions 	
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Alumni Council June 8, 2018 Meeting Minutes

		<ul style="list-style-type: none"> ○ Looking at expense control. Less of expense issue. Need more revenue or need to expand programs ○ Looking to grow Graduate programs ○ Reboot “Masters of Organizational Leadership” <ul style="list-style-type: none"> ▪ Launching MBA ▪ Cyber security ○ Made a decision to not lose the soul of Juniata ○ Competitors have graduate programs – not moving away from who we are as a residential institution ○ We don’t want to mass produce ○ Have to get off the backs of first time or full time freshman ○ Question from Lee A – His peers feel that they couldn’t get into Juniata today – Isn’t there room to bring those 400 students even if they don’t meet the SAT requirement? Maybe a student doesn’t look “good” in HS but blossomed here. <ul style="list-style-type: none"> ▪ Those students still exist. Troha means getting the best and brightest at the top end. Don’t sacrifice quality but give students a chance. Still meeting that portion of students. Attracting some very top end students. Helping to continue to feed mission – being in central PA in an underserved economic area. ○ A good thing currently is the retention program. Average has been about 86-87% retention. ○ Question from Tim – how is the college treating room and board? <ul style="list-style-type: none"> ▪ Addition of Nathan Hall – adding 70 beds, and shrinking enrollment side – “you’re on campus unless you hear otherwise.” Seniors not allowed to live off campus until we have all beds full. President Troha said there were 180 seniors living off campus while we had ~60 beds available on campus. We have a 4 year policy for residential living and need to follow it. Need to buy more houses like the one on Washington St and like Mission House. More single style living for seniors. 	
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Alumni Council June 8, 2018 Meeting Minutes

		<ul style="list-style-type: none"> ○ Question from Jigar – living off campus gives you the opportunity to pay bills, cook for yourself, clean, etc. How do you create that opportunity? <ul style="list-style-type: none"> ▪ Upper Class housing – that is the case. We charge students a fee for leaving their furniture, common space being a mess. President Troha has received negative feedback from parents regarding that. ▪ Hoping that next year it is more normal to have seniors on campus ● Campaign <ul style="list-style-type: none"> ○ 2nd year in a row – largest fundraising year. ○ Goal is \$100M – near \$69 M currently ○ These are currently transformative years for Juniata ○ Building endowment; Getting alumni to talk about estate intentions ○ Campaign is planning to go public in Fall ○ Public Phase – most work in larger donors ○ Last \$30 M will come from smaller donors ● Curriculum <ul style="list-style-type: none"> ○ 88 to 13 – affirming vote for new curriculum ○ Lauren Bowen and team did a great job ○ Got a lot of support – right curriculum at the right time ● Next Projects <ul style="list-style-type: none"> ○ Beeghly Library <ul style="list-style-type: none"> ▪ This is more short term. Within next 24 months, hope to be able to start construction. Will be a renovated 3-level library space with possibility of addition. There is a donor who wants more space and aesthetic appeal. Looking to change look – more contemporary. Promote ideal location and make a statement with Library. ▪ There will be books on first level – adding more collaborative learning space, lounge space, fire place and café. Currently is \$6M without addition – if we add on will be \$7.5 M ▪ Seeking someone to pay for half to get their name on the Library. Getting pricing and next step is to get donor. ○ Music Building 	
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Alumni Council June 8, 2018 Meeting Minutes

		<ul style="list-style-type: none"> ▪ Music is going next to Halbritter – next to library (parking lot). Attached to Halbritter but won't connect. Walkway to end of library. ▪ We have close to \$3M committed ▪ Would like to do projects together – save money on construction and time • <i>President Troha addressed Council suggested topics</i> • Community <ul style="list-style-type: none"> ○ President Troha remains very active in Community ○ Close Streets during summer months to help foot traffic ○ Show buildings more • Unique Story <ul style="list-style-type: none"> ○ International Students ○ President Troha was in Taiwan and met students who are living there. He was in Bangkok and met students who have studied abroad at Juniata. Nothing more transformational than a moment abroad. ○ Would have made studying abroad a requirement ○ Some sort of International touch point – study abroad (semester or week) or internship – Juniata is probably close to 100% ○ Every student should be exposed and Juniata will do their best ○ Expanding language programs ○ Some language requirement, Intro class or culture class without requiring it, but make it a part of the experience. 	
2:05 PM	Administrative Comments – Advancement	<ul style="list-style-type: none"> • Dr. Marita Gilbert, Dean of Institutional Equity and Inclusive Excellence • Student Life <ul style="list-style-type: none"> ○ Phenomenal speakers on campus this year ○ Good student turn out ○ Difficult conversations – campus dialogue around violence to black and brown bodies ○ Panel around #MeToo Movement ○ Student engagement with institutional leadership ○ Students with different experience and perspectives engaged. Helped with robust dialogue – what's happening nationally and what should be on campus. 	



Alumni Council June 8, 2018 Meeting Minutes

		<ul style="list-style-type: none"> ○ Premier of Black Panther movie – many students were anticipating the premier. One student-led organization rented out the theater for the night of the premier. Marita recounts the joyful moment of engagement and empowerment from the student body. ● Marita told her personal story of having a misunderstanding of her Alumni Council. She had to learn how to be a good alumni. She felt it was her responsibility to push her institution – how to do things differently and think differently. If you say you love an institution, you have a responsibility to help it as well. Coming to speak to the alumni council – the focus is how do we build relationships? <ul style="list-style-type: none"> ○ No universal student experience or alumni experience ○ No one right way to love your intuition – show up to every event or financial donation or ask the faculty to visit their home city. ○ Its okay to push your institution to be its best ● Marita’s goal is that the work of her department is infused in every aspect of the college <ul style="list-style-type: none"> ○ Doesn’t want for 1 office to think about the hard questions. We all are willing to have that little piece that is theirs. The challenge is what is your piece? Marita encouraged the council to think about that. ○ Marita has committed to be more present in Enrollment and events on the road. ● Domestic Diversity – challenge is people want to see themselves here. What will it take to create that vision? ● Marita has been getting to know the students to know how to support them. ● Ongoing consultations with faculty – with challenging moments nationally. What does it mean to create a comfortable environment in the class room? ● Undergraduate research – implications for retention. How do we engage to create early exploration? ● Marita would like to partner with Alumni Council – what would you like to see out of her office or from Senior Leadership? <ul style="list-style-type: none"> ○ How can we connect our students with the resources they need that they don’t know they need? ○ How to do the work of engagement beyond council meetings? Know the students are going 	
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Alumni Council June 8, 2018 Meeting Minutes

		<p>to start thinking about what they will do post-Juniata. How do we establish internships, employment?</p> <ul style="list-style-type: none"> ○ Preparing students to have conversations about diversity – How to integrate into all of course work? How to have students be better prepared and think critically. In all disciplines – including diversity. ● American talent initiative – Juniata is a part of this with our graduation rates. We show academic promise, but don't have resources. Open door access and financial aid. Need threshold of 70% graduation rate for 4 years. ● Question - How to encourage students who are focusing on social justice but in fields that need them – such as IT? <ul style="list-style-type: none"> ○ 2 Advisor system to counsel into role, ensuring structure support for those students who have those interests and peer mentorship. Creates the message that it is possible. ● Mentors in spaces that can be relatable is a great way to encourage students. Increasing diverse backgrounds for faculty. Think about succession planning - creating a pipeline. Inviting those targets to campus to have broader conversations and being intentional. Composition of student body has changed and the staff/faculty will need to do this as well. Its not a matter of not paying attention – there just isn't the diversity to select from. How do we draw them here? ● We all need to sit with students and talk about the possibilities. What are the next steps with students? Engage with the student body. 	
3:00 PM	Break		
3:14 PM	Alumni Staff Comments	<ul style="list-style-type: none"> ● David Meadows '98 <ul style="list-style-type: none"> ○ Christina Miller left Juniata ☹️ ○ Appreciative of Alumni volunteer help ○ Cathy Cloz will be joining the alumni office staff <ul style="list-style-type: none"> ▪ Stewardship operations moving to Alumni Office umbrella ▪ David will ask Alumni to welcome Cathy to the Alumni Relations team – will be sending an email communication at a later date ○ Believe Campaign Kick Off "Save-the-Date" has been sent out ○ Happening in conjunction with the Fall meeting 	



Alumni Council June 8, 2018 Meeting Minutes

		<ul style="list-style-type: none"> ○ Focus on Alumni/Development/Marketing collaboration ○ Condensed morning session for Alumni Meeting, then invited to head to 6 spotlight sessions – featuring awesome things that are happening on campus. ○ Important for council members to be here ○ Alumni Council are ambassadors for Juniata ○ Need to hit the \$70 M mark – our work will facilitate ● Katie Dickey '97 <ul style="list-style-type: none"> ○ Thank you to council for spending the weekend ○ Reviewed volunteer activities and sign ups 	
3:32 PM	Goal Review	<ul style="list-style-type: none"> ● Ashley reviewed our goals for this year ● Ashley reviewed survey results <ul style="list-style-type: none"> ○ 100% participation for completing survey 	
4:18 PM	Committee Report Outs	Various Meeting Spaces	
	Committee Sharing		
	Enrollment Committee	<ul style="list-style-type: none"> ● Shane Gallagher <ul style="list-style-type: none"> ○ Discussed reminders for the mission of the committee ○ Entering into summer which is when juniors are moving into senior year – great time to continue within your network to let them know you went to Juniata, open to conversations, and advocating to come to campus ○ Networking with your friends, coworkers, etc with kids ○ Juniata Community Scholarship deadline is Early November ○ Review of Goals ○ Highlighted some that will need adjustment for Fall ○ Reviewed what went well 	
	Communications Committee	<ul style="list-style-type: none"> ● Jigar Patel <ul style="list-style-type: none"> ○ Ways to better tell the story ○ Communication Blitz may have scared – reframing ○ Better visuals and ways to tell stories ○ Reframing emeriti newsletter – what happens during alumni meetings ○ “News you can use” 	
	Career Services	<ul style="list-style-type: none"> ● Tim Gill <ul style="list-style-type: none"> ○ Revisited strategic Plan and vision 	



Alumni Council June 8, 2018 Meeting Minutes

		<ul style="list-style-type: none"> ○ Want to work closely with career services office this summer to be used more effectively ○ Career day is highlight – what other projects can we do at the other meetings without being a burden to the office 	
	Development Committee	<ul style="list-style-type: none"> ● Roxann Yon <ul style="list-style-type: none"> ○ Celebrated our accomplishments ○ Specifics on how we communicate, how we can change our communication and stand out ○ Providing information to Emeriti – how can we get them engaged to write letters? Extend our resources 	
4:25 PM	Council for the next year	<ul style="list-style-type: none"> ● If you think of anything that you would like to see Alumni Council to do or focus on for next year, email Jigar Patel or Ashley Appleman 	
4:26 PM	Recognition of Outgoing Council Members	<ul style="list-style-type: none"> ● Ashley thanked outgoing members for their service <ul style="list-style-type: none"> ○ Shane Gallagher '10 ○ Tracy (Stough) Grajewski '86 ○ Greg Schmidt '77 ○ Stephanie Haines '92 ○ Elise Mihranian '14 ○ Annette (Reeder) Bair '93 	
4:29 PM	Passing of the Gavel	<ul style="list-style-type: none"> ● Ashley Appleman '07 to Jigar Patel '08 	
4:30 PM	Adjournment	<ul style="list-style-type: none"> ● Jigar Patel '08, Incoming President 	

Fun Quotes from the Meeting:

- “in those days you got married instead” Sarah Young Fisher
- When questioned by an industry colleague “How can your teams do all of the things?”, Jim Watt instinctively replied “ Well, because we are better”