



## Alumni Council February 24, 2018 Meeting Minutes

### Meeting Attendance

Those in attendance indicated in bold

Council Members	Staff and Faculty
<b>Lee Abramovitz '89</b> <b>Ashley Appleman '07</b> <b>Annette (Reeder) Bair '93</b> <b>Christopher Bair '92</b> <b>Paul Berry '05</b> <b>Gabe Castro '12</b> Doug Eadline '79 Mike Ford '82 <b>Shane Gallagher '10</b> <b>Timothy Gill '08</b> <b>Tracy (Stough) Grajewski '86</b> <b>Joy Hadley '84</b> Stephanie Haines '92 <b>Michael Kenawell '99</b> <b>Elise Mihranian '14</b> <b>Russell Miller '90</b> <b>Marion (Kercher) Oliver '64</b> <b>Jigar Patel '08</b> Debbie Reidy '10 <b>Gregory Schmidt '77</b> <b>Parisha Shah '01</b> <b>Rounida Shwaish '15</b> Diane (Morrow) Snider '79 <b>Roxann (Binner) Yon '84</b>	<b>Katie Dickey '97</b> , Associate Director of Alumni Relations <b>Chris Gibboney</b> , Alumni Relations Specialist <b>Cindy Gibboney</b> , Director of Enrollment Operations <b>Genna Kasun '06</b> , Director of Social Media & Content Coordination <b>David Meadows '98</b> , Director of Alumni Relations <b>Christina Miller '01</b> , Associate Director of Alumni Relations <b>Miranda Peruso '00</b> , Director of Annual Giving <b>Jim Troha</b> , President <b>Jim Watt</b> , VP for Advancement <b>Gabe Welsch</b> , VP for Strategic Communications & Marketing <b>Sharon Yohn '99</b> , Assistant Professor of Chemistry – Faculty Representative to Alumni Council
	Students
	<b>Catherine Adcock '18</b> , Student Government President <b>Steven Chuh '18</b> , Senior Class President <b>Sean Do '18</b> , Student Alumni Association <b>Jessica Zavadak '18</b> , Juniata Activities Board Co-chair


### Action Items

	Action Item	Owner



## Alumni Council February 24, 2018 Meeting Minutes

### Meeting Minutes

Time	Topic	Minutes	Related Attachments
9:05 AM	Call to order/Welcome	<ul style="list-style-type: none"> <li>Ashley Appleman called the meeting to order</li> </ul>	
9:10 AM	Ice Breaker	<ul style="list-style-type: none"> <li>Elise lead council in an ice breaker activity where everyone shared a story about an artifact they brought from their time at Juniata</li> </ul>	
9:31 AM	Review of Agenda and Packet	<ul style="list-style-type: none"> <li>Ashley Appleman reviewed the materials in the folder</li> <li>Meeting minutes were approved by council unanimously</li> </ul>	
9:33 AM	Awards & Nominating Committee Slate for Approval	<ul style="list-style-type: none"> <li>Council reviewed the 2017-2018 Awards &amp; Nominating Committee Slate</li> <li>On the back of the document there is a description of each award and a bio of the nominated individual</li> <li>Annette commented on the quality of people that we have nominated for council and noted how easy it was (this time) to get Juniata alums to commit to a three term and the work associated with council. She is not so sure it would be as easy at other institutions.</li> <li>Council unanimously approved the slate</li> </ul>	See attachment
9:43 AM	Administrative Comments – Advancement	<ul style="list-style-type: none"> <li><b>Jim Watt, Vice-President for Advancement</b></li> <li>Jim explained his new title, office restructuring and his full-time responsibility for Development and Alumni Relations</li> <li>Gabe has assumed full-time responsibility for marketing and strategic communications</li> <li>We are currently in the middle of Juniata’s largest ever fundraising campaign</li> <li>Jim began the conversation with a question: Was Sir Paul McCartney more successful as a member of the Beatles or a solo artist? The answer was about the power of collaboration – The Beatles</li> <li>Jim highlighted the collaboration between Development, Alumni Relations, Administration and the alumni</li> <li>Jim was at a lunch with three students who were here for an admitted students open house where all of them stated that the alumni panel was one of the most impressive events of the day</li> <li>BELIEVE Campaign Update:               <ul style="list-style-type: none"> <li>“BELIEVE” AS OF 12/31/2016 - \$31 Million</li> <li>“BELIEVE” AS OF 1/30/2018 - \$55 Million+</li> </ul> </li> </ul>	 Alumni Council JRW 2.24.18.pdf



## Alumni Council February 24, 2018 Meeting Minutes

		<ul style="list-style-type: none"> <li>○ Last year was the largest giving year Juniata has ever had</li> <li>○ The public phase launches in October with a goal of \$100 million. We hope to be at \$75 million at that time which requires \$13 million in the next three months</li> <li>○ Jim would like Alumni Council to be at the Kickoff event because of the important role we play at the institution</li> <li>● Lifelong Alumni Engagement <ul style="list-style-type: none"> <li>○ Jim believes that alumni relations will be the success of the future of this institution</li> </ul> </li> </ul>	
10:07 AM	Administration Comments – Communications and Marketing	<ul style="list-style-type: none"> <li>● Gabe Welch, VP for Strategic Communications &amp; Marketing</li> <li>● With Gabe’s new role he will be a bit less present at the council meeting moving forward as he focuses on the communications and marketing. Council will see more of Jim Watt.</li> <li>● This moved happened to better align the leaders with the demands of their positions and organizational alignment of our peers. Simply put we had overloaded some of the leaders of the college</li> <li>● Gabe is now able to better focus on the brand work and alignment with internal communication occurring within the college</li> <li>● Gabe is very appreciative of the time he has spent working with this council, the development of council’s strategic plan, and the growth of Career Day</li> <li>● Gabe explained that the difference between alumni council and the board of trustees is that alumni council is the tactical executive-focused group. This is based on the work they do directly with the staff in their respective departments at the college.</li> <li>● Gabe solicited feedback on some images that he shared with the council <ul style="list-style-type: none"> <li>○ The walls in Alumni Hall are bare and this is a missed opportunity to communicate to those who come through Juniata, as this is now a popular space for many visitors to campus</li> <li>○ The Marketing Team designed 6 panels to cover the wall that will be roughly 4’ by 6’ each</li> <li>○ Gabe walked through them in order to get feedback</li> <li>○ You can drive yourself nuts trying to think about everything that is not in here. We</li> </ul> </li> </ul>	



## Alumni Council February 24, 2018 Meeting Minutes

		<p>welcome those comments, but keep that in mind</p> <ul style="list-style-type: none"> <li>○ The purpose of these is to delight, so that when you, as alumni, see it articulated, there is a formality to it</li> <li>○ Is there a plan to put these at other places on campus? – Jigar Patel <ul style="list-style-type: none"> <li>▪ The plan is not to blanket these all over campus but have started exploring some other places on campus these could fit</li> </ul> </li> <li>○ Council shared a variety of comments with a few key themes <ul style="list-style-type: none"> <li>▪ Focus on making the messaging more concise</li> <li>▪ Ensure that we have arranged images in a way that appropriately tells the story</li> <li>▪ Asked that we review the tinting to ensure we don't lose detail of the images</li> </ul> </li> <li>○ Gabe will share the images with David to send out to council for feedback</li> </ul>	
10:37 AM	Trustee Comments	<ul style="list-style-type: none"> <li>• Tracy Grajewski '86</li> <li>• Discussed some new conflict resolution programs that are working on campus based on feedback from the student representative</li> <li>• Faculty representative commented on the changing curriculum and how the changes are going</li> <li>• Trustees are pushing to expedite the rollout of the updated curriculum</li> <li>• Tracy shared a story about the impact that Juniata has had on her son</li> </ul>	
10:55 AM	Faculty Comments	<ul style="list-style-type: none"> <li>• Sharon (Simpson) Yohn '99</li> <li>• We are down to one proposed model for the new curriculum model</li> <li>• The goal is to approve the model at the April faculty meeting and we will get more details at our next meeting after it's finalized</li> <li>• Changing Classroom <ul style="list-style-type: none"> <li>○ Think about your first class at Juniata.</li> <li>○ Was it a professor at the front of the classroom talking to you? Studies have shown that this is not a great way for students to learn, but it's a very easy way to teach.</li> </ul> </li> </ul>	



## Alumni Council February 24, 2018 Meeting Minutes

		<ul style="list-style-type: none"> <li>○ The new focus is to move the active learning to the classroom and the passive learning outside of the classroom</li> <li>○ Today, we lecture and then say, “Go off and do your homework.” Then, when students get stuck on their homework, there is no support.</li> <li>○ There was a case study done with the introduction to chemistry class. This class is challenging because you need the lecture. But, through lecture, you do not learn in a way that you can apply it.</li> <li>○ In chemistry, you not only need to study, but you need to look at the material every day. Not all students come in with the skills of knowing how to do this</li> <li>○ In a normal enrollment year this class is about 200 students, usually broken into 3 classes with 2 discussion groups</li> <li>○ Now, we are going to have 5 sections that only meet 3 hours a week and will move lecture out of class. Sharon spent an exciting summer recording short videos about chemistry.</li> <li>○ Three days a week, they watch these videos and do a short assignment online so it’s automatically graded</li> <li>○ When students arrive at class they spend time working, either as an individual or in a group, doing problems</li> <li>○ Attendance is mandatory and severely punished for absences</li> <li>○ Results:             <ul style="list-style-type: none"> <li>▪ Lots of work to put together, more work than a lecture</li> <li>▪ An early warning for students who are falling behind</li> <li>▪ The students watch the videos</li> <li>▪ Post semester survey indicated that students are watching and re-watching the videos</li> <li>▪ Faculty knows the students better</li> <li>▪ Grades went up</li> <li>▪ Average exam score went up from 77 to 82</li> <li>▪ Final exam scores went from 78 to 82</li> </ul> </li> <li>○ Stop picturing students in a classroom taking notes. Picture them interacting and solving problems.</li> </ul>	
--	--	--	--



## Alumni Council February 24, 2018 Meeting Minutes

		•	
11:12 AM	Break	• 5 Minute break	
11:19 AM	Student Comments – Senior Class	<ul style="list-style-type: none"> <li>• Steven Chuh '18, Senior Class Officer</li> <li>• Provided updates on some various events they have had and some upcoming future events</li> </ul>	
11:23 AM	Student Comments - JAB	<ul style="list-style-type: none"> <li>• Jessica Zavadak '18, JAB</li> <li>• Jessica introduced herself</li> <li>• She highlighted some events that occurred in the fall</li> <li>• Overall, the year has been very successful and they look forward to continuing the momentum</li> </ul>	
11:25 AM	Student Comments – Student Government	<ul style="list-style-type: none"> <li>• Catherine Adcock '18, Student Government</li> <li>• Individual classes are working on various communication-building activities</li> <li>• Created a time each month when each class meets in Baker to give students a forum to raise issues</li> <li>• An exercise with chalkboards occurred in the fall and gave students an opportunity to share what they love about Juniata and what they would change</li> <li>• Currently are in the process of updating the policy documents to better clarify the purpose moving forward</li> </ul>	
11:29 AM	Student Comments – Student Alumni Association	<ul style="list-style-type: none"> <li>• Sean Do '18, Student Alumni Association (SAA)</li> <li>• SAA is trying out a new tactic to bring alumni with various backgrounds to SAA meetings to create small group settings for students to have closer engagements with alumni               <ul style="list-style-type: none"> <li>○ Held one session before the career fair on how to network and be successful at the career fair</li> <li>○ Plan to have another event</li> </ul> </li> <li>• Students at Career Fair: 352</li> <li>• Attendees at Wine and Cheese 150+</li> </ul>	
12:00 PM	Lunch	•	
1:06 PM	Alumni Staff Comments	<ul style="list-style-type: none"> <li>• David Meadows '98 – Director of Alumni Relations</li> <li>• David discussed that Dawn has moved out of the Alumni Relations office and will be part of the new QUEST initiative</li> <li>• The office will not be replacing that role but having a four person staff is in alignment with the functions the office performs</li> <li>• There will be changes in the office as a result of difference between the style of Jim and Gabe</li> <li>• The campus is currently going through a 5 year budgeting plan that ties the funds to the strategic plan</li> </ul>	



## Alumni Council February 24, 2018 Meeting Minutes

		<ul style="list-style-type: none"> <li>• The alignment of alumni relationship and development under one roof will be great in helping the college reach the goals of the campaign</li> <li>• The campaign kickoff will coincide with the board meeting in October and we will align the fall alumni council meeting with the kickoff</li> <li>• This means the fall meeting will be a condensed meeting (in the morning)</li> <li>• Katie talked about the public kickoff of the BELIEVE campaign             <ul style="list-style-type: none"> <li>○ Kickoff will be October 18 – 20, 2018</li> <li>○ There is going to be an emotional focus on this kickoff, Jim wants tears</li> <li>○ October 19                 <ul style="list-style-type: none"> <li>▪ Dinner at Troha’s                     <ul style="list-style-type: none"> <li>• High-end experience</li> <li>• Invitation only</li> </ul> </li> <li>▪ Performance/event                     <ul style="list-style-type: none"> <li>• Draw out the entire JC community together</li> </ul> </li> <li>▪ VIP Event                     <ul style="list-style-type: none"> <li>• Targeted alumni</li> <li>• Meet and great with the presenter/performer</li> </ul> </li> <li>▪ October 20                     <ul style="list-style-type: none"> <li>• Spotlight on Juniata                         <ul style="list-style-type: none"> <li>○ Integrative experiences throughout campus with faculty and students</li> </ul> </li> <li>• Highlight on Kepple Hall                         <ul style="list-style-type: none"> <li>○ Tour lead by students who use the building every day and can talk about the impact of the building</li> <li>○ Guests will be hands-on at the computer and do some of the work</li> </ul> </li> <li>• Affinity Lunches                         <ul style="list-style-type: none"> <li>○ Academic, athletic, and arts groups to talk about progress and exciting things occurring in their areas</li> </ul> </li> </ul> </li> </ul> </li> </ul> </li> </ul>	
--	--	--	--



## Alumni Council February 24, 2018 Meeting Minutes

		<ul style="list-style-type: none"> <li>○ Announcement of a scholarship in one of these areas</li> <li>▪ Groundbreakings</li> <li>▪ Lounge               <ul style="list-style-type: none"> <li>• Place for people to hang out and chat among alumni</li> </ul> </li> <li>▪ Reception               <ul style="list-style-type: none"> <li>• On-campus at a space where we can bring everyone together</li> <li>• Possible concert choir performance</li> </ul> </li> <li>▪ Launch Dinner               <ul style="list-style-type: none"> <li>• Tent on the quad with a clear roof (if able to do that)</li> <li>• Perhaps some dancing</li> <li>• Announcement of a major gift</li> </ul> </li> <li>• Christina               <ul style="list-style-type: none"> <li>○ The college has a program called Presidents Commission on 50<sup>th</sup> Reunion Giving</li> <li>○ Starting 5 years out, they have a staff contact to help them through the giving progress to ensure they are able to achieve a large gift to the College on behalf of their class</li> <li>○ This program has had a major impact since it started with the Class of 1961</li> <li>○ The more attendees you have attend the 50<sup>th</sup> reunion, the larger the gift tends to be</li> </ul> </li> </ul>	
1:34 PM	Council Goal Progress	<ul style="list-style-type: none"> <li>• Ashley reviewed the current progress against the goals</li> <li>•</li> </ul>	See attachment
3:00 PM	Communications Committee	<ul style="list-style-type: none"> <li>• Communication blitz               <ul style="list-style-type: none"> <li>○ The goal is to talk about Juniata in a planned way, by sharing stats on social media</li> <li>○ However, these stats are not just limited to social media. Keep in mind to use these as you speak with other members of the Juniata community.</li> </ul> </li> <li>• Becoming a brand ambassador               <ul style="list-style-type: none"> <li>○ The goal is to make sure that all council members are brand ambassador of Juniata College</li> <li>○ The committee is planning ways to get more swag into the hands of members to help serve as conversation starters</li> </ul> </li> </ul>	
		<ul style="list-style-type: none"> <li>•</li> </ul>	





## Alumni Council February 24, 2018 Meeting Minutes

	Career Services	<ul style="list-style-type: none"> <li>• Career Day               <ul style="list-style-type: none"> <li>○ Committee focused on discussing how career day went and if anything needs to be improved</li> <li>○ There was a slightly larger number of employers who didn't show up this year</li> <li>○ Discussed the alumni network table and grad school table                   <ul style="list-style-type: none"> <li>▪ Need better location in IM Gym</li> <li>▪ Need better signage and marketing to improve traffic to the table</li> </ul> </li> </ul> </li> <li>• Wine and Cheese               <ul style="list-style-type: none"> <li>○ Having the cheese catered went well</li> <li>○ The donation process made supporting this event easier</li> </ul> </li> <li>• Planning to continue support of the Speaker Bureau</li> </ul>	
	Development Committee	<ul style="list-style-type: none"> <li>• Finished up notes to alumni to encourage continued giving</li> <li>• After this meeting we will have reached out to 2/3 of the people who were targeted</li> <li>• They will be able to give an update of how successful the contacts were</li> </ul>	

### Fun Quotes from the Meeting:

- “Does anyone really know what Jim does.” – Parisha Shah '01
- “For those of you who don't think I'm an academic” – Jim Watt
- “For those who are in the minority because we are in America and we like to pick on them” – Jim Watt
- “All three moms [of admitted students] agreed that Gabe Castro is extremely cute” – Jim Watt