



Alumni Council June 10, 2022 Meeting Minutes

Meeting Attendance

Those in attendance indicated in bold

Council Members	Staff and Faculty
Kesha Baptiste-Roberts '99 John Batchelor '69 Eric Biddle '82 Fatima Bunafoor '15 Brian Dietrich '02 Val Deraville '12 Jack Follweiler '82 Mike Ford '82 Danielle (Rupp) Gladfelter '97 Gretta Gross '92 John Hill '12 Ryan Hollister '08 Keith Jones '75 Michael Kenawell '99 Randy Kochel '79 Steph (Claar) Krug '03 Adena (Delozier) Mertz '16 Diane Nguyen '14 Travis Paul '08 Melissa Romanelli '87 Rob Strauss '13 Carol Van Horn '79 Roxann (Binner) Yon '84	Chris Gibboney , Alumni Relations Specialist Katie Guise , Assistant Director of Stewardship Greta Hall , Director of Annual Giving Xander Mansberger '20 , Admission Counselor David Meadows '98 , Exec. Dir. of Career Developmt/Alumni Engagemt Jason Moran , Vice President for Enrollment Tammy Stuber , Assistant Director of Career Development Jim Troha , President Sierra Waite '21 , Assist Dir. of Alumni Engagement & Career Developmnt
	Additional Participants
	<u>Incoming Members</u> Nancy Belunis '82 Clayton Cooper '13 Teke Drummond '94 Michelle Schoonmaker '06 Carol Ann (Redzensky) Wheeler '91
	<u>Alumni Guests</u> Esther (Phillips) Clark '72 Meretta Marks '74

Meeting Minutes

Time	Topic	Minutes	Related Attachments
10:35 AM	Call to Order, Introduction of Visitors and New Members, Welcome Activity	<ul style="list-style-type: none"> Mike Ford '82, President, called the meeting to order, welcomed all in attendance, and reviewed agenda. Welcome activity in small groups 	
11:18 AM	Approval of Sept. Meeting Minutes	<ul style="list-style-type: none"> Mike Ford asked for a motion to approve Feb. minutes. Motion by Roxann, seconded by Adena. All Approved. 	
11:20 AM	Administration Comments	<ul style="list-style-type: none"> Jim Troha, President answered questions from Council. 	



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		<ul style="list-style-type: none"> ○ Enrollment: Prospective student numbers are down across the board, PA & NE in hot-zone of demographic decline; Rising numbers only in urban, black communities, and international students. We can no longer be a predominantly white institution (PWI). This accentuates our need for alumni help in recruiting (among other things). Incoming class will probably be around 350 students. ○ EDI: Big political division; difficulty finding middle ground. Will be a big focus for the foreseeable future. Dr. Sellers-Battle had an offer she couldn't turn down combining EDI and music. Search for new EDI director. ○ Strategic Plan: Focus on academic standards; inclusion; and campus experience ○ Budget: Spending and Revenue were both down during pandemic; Cash is currently up partially due to the \$ 130M campaign. ○ Statton Learning Commons: Broke ground. Hoping to be open for the fall of '23. The pandemic delay in building from Summer of 2020 to now caused a \$3M increase in cost. ○ Halbritter Center (interior renovations w/ new seating, lighting, technology & painting), Cloister and Detwiler Plaza renovations; with new furniture for residence halls; Gateway project indicates that you are now on campus. There will be a phase II this fall with a second arch on the north side near Nathan Hall at the corner of College Ave and Cold Springs Road to be visible from both directions. ○ Staffing & Job Searches: In process of hiring new Athletic Director. Greg Curley has been doing two duties for 12 years, and that job has become much more complicated. Also, the Dean of International Education search. Meanwhile, Gerry Kruse is serving as interim. What new things do we need to offer to this year's incoming student body? ○ Biggest Concern (up to 10 years out)/What keeps him up at Night?: Broken business model that is small, private colleges. Higher Ed, in general, has a lot of ills to fix, but Juniata has small (\$125M) endowment, along with being 	



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		<p>rural. We have a lot of the red flags that many of the experts say “we need to be careful.” All institutions are dealing with “the cliff” where there is a 15-30% decline in enrollment (depending on which part of the country you’re in) from 2026 to 2040. What does this mean for us? We will have a smaller student body that is more diverse. We need different and new academic programs, need to align our physical and human resources, and get “tighter” on our strategic challenges. We also need to be better at defining outcomes for students. He would also put our EDI issues next to that.</p> <ul style="list-style-type: none"> ○ Mental Health & Safety: More counselors are needed to meet demand of students, as well as faculty and staff. There is also an unfortunate lack of engagement of students at events, and with speakers on campus. It’s like they’re not back in the groove of doing these things yet. ○ Right-sized staff question: NO VP for Finance, no VP for Communication & Marketing...those talks are in process. We are lean everywhere. Facilities are down 5 people (grounds, custodians, specialized trades, etc.) He referenced Jim Collins’ book “Confront the Brutal Facts.” 	
11:55 AM	Trustee Comments	<ul style="list-style-type: none"> ● John Batchelor ’69, Alumni Trustee <ul style="list-style-type: none"> ○ 8 working committees on the Board ○ Importance of student life on retention ○ Men’s and Women’s Volleyball teams and the Mock Trial team spoke at the April meeting – very motivational. ○ Mental Health issues – Tele-counseling will be the answer, particularly for providing diversity in counseling options. ○ Strategic Plan needs narrowed, but three main focuses were affirmed. ○ Highlights of incoming freshmen class – in last few years domestic students of color have increased from about 5% to 22%. ○ Beginning in Fall 2023, 30-35 students will be joining campus every year from Taiwan to finish their business degrees. 	



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		<ul style="list-style-type: none"> ○ Board topics of discussion for summer retreat: Diversity, Equity, Inclusion; Academic Programs; Strategic Plan 	
12:10 PM	Working Lunch: Committee Breakout Sessions	<ul style="list-style-type: none"> ● Enrollment, Career, and Development Committees meet during lunch to work on goals. 	
1:22 PM	Committee Reports	<ul style="list-style-type: none"> ● Enrollment – Eric Biddle '82 <ul style="list-style-type: none"> ○ Committee Goals Reached, aside from admissions programs, which were limited ○ Expanding events to connect admitted students with alumni ● Career – Val Deraville '12 <ul style="list-style-type: none"> ○ Committee Goals Reached <ul style="list-style-type: none"> ▪ Success in adding alumni to Career Chat project ● Development – Stephanie Krug '03 (for Travis Paul '08) <ul style="list-style-type: none"> ○ Committee Goals Reached <ul style="list-style-type: none"> ▪ 100% council participation, over 50% increased gift ○ Effective strategies to increase annual giving for different class years 	
1:45 PM	Alumni Staff Comments	<ul style="list-style-type: none"> ● David Meadows '98, Executive Director of Career Development and Alumni Engagement <ul style="list-style-type: none"> ○ Introduction of new members of the Alumni Office ● Tammy Stuber, Assistant Director of Career Development <ul style="list-style-type: none"> ○ Career Development is now strategically linked to Alumni– now more intentionally engaging alumni in process ○ Career Development is a four-year process for students (exploration, experience, next steps) ● Sierra Waite '21, Assistant Director of Alumni Engagement and Career Development <ul style="list-style-type: none"> ○ Helping alumni engage with the college in meaningful ways ○ Helping students with career plans ● Katie Guise (replacing Cathy Closz) <ul style="list-style-type: none"> ○ Focus on enhancing Stewardship efforts ○ Ways to thank alumni for their philanthropy 	
2:00 PM	Recognition of Outgoing Council Members	<ul style="list-style-type: none"> ● John Batchelor '69, Alumni Trustee ● Danielle (Rupp) Gladfelter '87 ● Ryan Hollister '08 ● Keith Jones '75 	



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		<ul style="list-style-type: none">Stephanie (Claar) Krug '03Adena (Delozier) Mertz '16Roxann (Binner) Yon '84, Immediate Past President	
2:08 PM	Passing of the Gavel	<ul style="list-style-type: none">Mike Ford '82/Mike Kenawell '99	
2:15 PM	Adjournment	<ul style="list-style-type: none">Mike Kenawell '99, Incoming President	

Fun Quotes from the Meeting:

- “As the Alumni Council President, will you devote your life to the moral maturing of Mr. David Meadows?” – Mike Ford