

Juniata College Alumni Council Meeting Minutes
Saturday, March 1, 2014 @ Juniata College – Sill Boardroom

Council members in attendance:

Sara (Davis) Bowen '01
JoAnn Bowman '75
Christie Brown '92
Carole Calhoun '60
Katie Charles '05
Bill Chew '64
Chris Collins '84
Mark Francischetti '76
Lynn (Smires) Gale '72
Marissa Gunn '05
Brad Haubert '93
Jennifer Jones '07
Heather Lecrone '09
Brenton Mitchell '06
Kelli Sheesley '98
Scott Snyder '85
Doug Spotts '89
Mike Valdiserri '81
Christine (Vrabel) Zlupko '99

Juniata students in attendance:

Colin Brislawn '14
Anshu Chawla '14
Daniel Gray '14
Lola Lesi '14
Miranda Wales '14

Staff/Others in attendance:

Katie (Padamonsky) Dickey '97 (staff)
Chris Gibboney (staff)
David Meadows '98 (staff)
Christina (Garman) Miller '01 (staff)
Randy Rosenberger (faculty)
Gabe Welsch (administration)

Council members not able to attend:

Annette (Reeder) Bair '93
Chris Bair '92
Jack Carton '73
Nicole Close '92
Justin Reiter '02

8:30 a.m. Arrival and Continental Breakfast – Sill Boardroom

It was a great breakfast and time to catch up with everyone!

9:00 a.m. Alumni Council Meeting – Brad Haubert '93, Council President

Brad officially called meeting to order at 9:03am – good job Brad!

The first order of business was approving the September 2013 meeting minutes. Kelly motioned to approve the minutes.

Brad reviewed the meeting minutes and drew our attention to President Troha's comments from the September meeting, specifically "don't do too much." Brad thanked everyone for the work we continue to do, and emphasized our role in the Strategic Plan that is coming up. Keep it simple – 3-5 things to focus on. President Troha's – what does Juniata do well? What should it stop doing? And What should it be doing?"

Next year the Alumni Council's strategic plan will be revisited under the direction of new President

Enrollment – gold cards, continue to work with JAA
Communication – work with different groups off and on campus
Special Events – helping with events on campus and support
Benefits – affinity benefits?

Campus Tour for alumni still happening at the end of the meeting and the senior dinner is open to everyone as well. This morning admin persons from the college will be giving us updates

9:15 a.m. Administration Comments – Gabe Welsch, VP for Advancement & Marketing

Yesterday Jim Troha reiterated how important and active our JC Alumni Council is, presence on campus, level of activity and organization of group.

Where have we come since September?

Aligning senior staff VP of Enrollment – from Univ. of Puget Sound and other college that change lives, has much experience in enrollment, liberal arts, etc. and already we are reaping the benefits and knew what the trends were to see what we couldn't. Asked a few good questions and pointed out things and making changes. Website:

<http://www.juniata.edu/services/news/?action=SHOWARTICLE&id=5772>

He admires the gold card program...as of the end of last week for deposits, 46% came from gold cards. To give an idea they are 10-15% for referrals, but still end up between 25-30%. Kudos to the alumni!

Came into a situation where we were 18% down in applications...puts applications where we were 3-4 years ago. It was a bit of concern – why were we down? Search criteria had changed, with results that search itself was down 20%, specifically in the Middle Atlantic region. This year's search has already started. All other indicators for enrollment are very encouraging, specifically in deposits. Visits are down, but mostly due to weather. The goal is 420 students entering in the fall.

Fumio came in, new research person who will look at trends. About 35-40% of gold cards yield students who actually come to Juniata. Remember too that Parents Pride also has blue cards. Yield is about the same. A trend that is a concern this year is that there is a national organization of enrollment that changed its stance on the use of international agents. In order to recruit from those countries, you pay agents per head. It was our stance that this is an unethical practice. It changed this year. International deposits dropped to 0 this year because persons who were recruiting wanted

\$\$...need to evaluate whether we want to do that. Fumio can provide different information and experience.

Students/faulty/staff have had focus groups around strategic plan, alumni will also get survey. It will soon move into a mode where different committees go off in different topics. Goal is to have something in front of trustees for October to be approved by January 1, 2015. Plan will be for the next five years – 2020. Gabe would expect that there will most likely need to be alumni representation on the committees as well.

When a new President starts a strategic plan, most likely there is a Campaign afterwards...will be tied very closely...big plan is around affordability. A lot of tools in how to address – our ideas are welcome.

Provost search info – if you have 40-45 it will be a good search. Juniata had 100 people who are in the pool. Found about 70 and then 47 down to 10 with 2 alternates. Hope to be named in April and start around June 1.

New residence hall ready for alumni weekend, ready for class of 1964 (50 year reunion) if desired. College chose to honor an individual...the name of the person who gave to students when they were here. Trying to find someone whose name wasn't yet honored. When the name came up, it made sense. The dorm will be named for Hilda Nathan – born in 1918, parents lived in Germany. Brother came to USA and she followed him in 1939. By 1941, father had passed away and her village was brought to a concentration camp. In 1943 brother died, in 1944 she was all alone. Began teaching, and not long after Hilda worked at Juniata. She is remembered because she would frequently make personal loans to people and found scholarship opportunities when there were none – so that students would be able to stay on campus. It seems fitting that all current dorms were built during Hilda's employment at Juniata. She is now 95 and lives at Westminster Woods. Ribbon cutting in April. Residence Hall has 77 beds, single rooms but different suites. She worked at Juniata from 1946-1976.

What resources are given for senior staff to come together? Resources include professional development courses and trainings for transition. Many roles, learning about shared leadership. Jim Troha works to put time in his schedule to meet with many people around campus. Administratively need to make that transparent more to the campus. How can we help? Alumni are ambassadors – have more knowledge than most alums we encounter. Our role is to help pass info on to others.

9:45 a.m.

Faculty Comments – Randy Rosenberger, Professor of Management (Accounting, Business & Economics)

Faculty appreciate support from everywhere, but alumni support is invaluable. This is his 17th year at Juniata. Undergrad was at Dickinson, Masters at Cornell, came to Juniata while working on his PhD at Penn State. Fell in love with teaching and being in a classroom.

In way of faculty remarks – a lot of talk about transition. From a faculty perspective, transition is interesting. This is his 3rd president and he's spent some time with Jim. They participated together in a Church of the Brethren Golf Tournament. Four guys drove to Roaring Spring, had a good day with Jim. He asks good questions and listens well. He has done a lot to energize teaching. He is excited for the future of the college. Jim is sharp and the college is in good hands. Jim's willingness to listen is a great attribute. He is in the process of meeting with every faculty member. (which can't mean that listening means taking action.) More energized...feels good to be faculty.

The provost transition...interim provost is a difficult position and to do it for one year is hard...puts things on hold. But you're "waiting for the provost" and to see what their goals are.

The path to a Masters in Accounting – good idea and looked like it was moving and then others said that faulty...brought up issues of governance. Now it is Provost, head of faculty...a couple of years and faculty meetings, president asked faculty for way to decide new faculty lines. New process for how this is done. It will be transparent and has requirements. Practice and has now been implemented throughout the campus.

In January, college launched a second Masters in Non-Profit Leadership. It is all online – meets a strong local need but it's online. This gives Juniata a chance to jump into the online education delivery mix. Will still have a Juniata fingerprint on it. Info:

<http://www.juniata.edu/academics/masters/non-profit-leadership/admission.html>

Focus groups to ABE to learn about what they do well and what things they can do better. Done three so far and a few more are coming up. Good way to reconnect...Pittsburgh March 19 and Philly in April . Alums don't know how to help...how can we make that happen. As Randy continues with focus groups...structural ways for alums to help the college, he will have basis for a strong claim of how to use resources.

Sabbaticals are a good thing. And it is rigorous to get a spot due to resources...great way to recharge and go back to school.

10:15 a.m. Trustee Comments – Carole (Miller) Calhoun '60

Report on two Trustees meetings. October 19 meeting and February 21 meeting. See attached.

Read Middle States Report and Evaluation.

Trusteeship magazines – renew faith in trustees, administration, alumni. Carole feels good about institution and leadership.

10:30 a.m. Break

10:25 a.m. Alumni Staff Comments – David Meadows '98, Katie Dickey '97, Christina Miller '01

Introduction of Miranda Wales '14 from Hollidaysburg – studying English.

Blog focused on alumni – fostering relationships between alumni and faculty in order to help students. Blog: “Through the Eyes of an Eagle” – link to subscribe below. 1-2 blogs a week.

Ideas - alumni who have stayed in the area...pros and cons of still living in the community; a reaction piece with worries about graduating with a liberal arts degree; interviewing alumni who had internships and how it helped in career; interviewing students who have gotten internships with alumni; professional writing and interview someone to take it over and continue.

<http://theeaglejc.wix.com/theeagle> for ideas send to Miranda at walesmj10@juniata.edu

Career Week activities:

Monday – Understanding your Rights, Diversity in the Workplace – person from Temple – laws and policies ~20 people

Tuesday – Resume event with faculty giving students comments – 30-35 people

Wednesday – International employment 10-15

JCEL Mentoring ~ 8 mentors and 44 students

Friday Career Day – RECORD BREAKING! –135 employers pre-registered; 118 in room – 50 represented by alumni! Over 500 students. 150 people at wine and cheese

See attached chart comparing Juniata's Career Day to other Liberal Arts Colleges.

11:05 a.m. Senior Class President Comments – Daniel Gray '14

Senior Class Gift – had 5 quality choices – overwhelming majority voted for an outdoor classroom. Very customizable, don't know where it's going to be. Good news is you can get your \$250 matriculation fee back...and can donate it and get incentives like naming opportunities. Really pushing to get participation to 95%. JSF is typically about 30%. Senior Week events – celebrity bartender, movie night, Sheetz coupon books (\$10) and shot glasses for \$5. President Troha had open forum and gave presentation – preparing to be global citizens. How can we be well-rounded but not have a wellness component – mind, body, spirit – to Juniata College experience. How can alumni help out? Two advisor system exists at Juniata to get two perspectives...threw out idea to add an alumni advisor - meet and be connected – not have Juniata education stop in classroom. Question was asked, “Why is there still class on Career Day?”

Thinks that opportunities to network with Alumni Council are important. Feel free to contact Dan with any thoughts or suggestions at graydd10@juniata.edu.

11:20 a.m. Juniata Activities Board Comments – Lola Lesi '14 VP of Finance

JAB activities and focus for this year: Friday Night Lives (FNL) every other Friday – very successful 50-150 students --- would like to increase participation. Mountain Day was a huge success. Had great feedback and did a fundraiser – proceeds from t-shirt sales went to Huntingdon Community Center - donated \$1800. Madrigal theme was Fire and Ice. 80 faculty & staff. Doing is “Major Event” in 4 weeks (every 2 years). Mike Posner and Kris Allen – trying online ticket sales. Had more people buy online. May Day is community involvement – service trips – highlighting and celebrating. JAB wants to increase participation at meetings. Started a points system with attendance and helping at events. Have seen a lot more people involved. Spring Fest is being planned – theme is Disney. Trying to get more student input - giving out surveys and creating a tenting forum.

11:25 a.m. Student Government President Comments – Anshu Chawla '14

A lot that is going on = focus on transparency. The College Newspaper – Juniatian – has displayed interest in Student Government, presidential perspectives, etc. Focused on the internal restructuring of itself - need to look at self. 1) formation of review committee to take SG Constitution and make amendments and revisions; 2) elections – took a month to go through and is something that has been a big difference. One week petition process, a week of campaigning and a week of debates. Elections just took place and new president was elected. 3) look at how senate meetings are run. Wanted a list of rules and how to run meetings and have developed a procedure. With elections done earlier, have more time to work with incoming president/training. What can alumni council do to improve student government and life on campus? Reach out to students. Examples – resume revision workshops – social media and LinkedIn...alumni blog, app for phone.

Quote from student to Troha “Do not try to change Juniata, but let Juniata change you.”

11:35 a.m. Student Alumni Association Comments – Colin Brislawn '14

Student club backed by Alumni House. Homecoming and Family Weekend was phenomenal with 1,685 persons. Great to see so many people on campus (students like to see dogs!) Currently in planning stages for Senior Class Dinner tonight (255 persons) and are really looking forward to it. SAA does a senior slide show. Students are still documented but in a different way – via social media. Tangible points that mark student to alumni transition. Donate class gift, sign up for Juniata Connect. Senior Salute is in April. There are 30-40 active members in SAA. Students may join for career focus and to network with alumni. How has SAA made you better alumni? Appreciate being a part because it changes the social dynamics and allows for feedback.

Challenge to think about: What happens when it doesn't work?

12:05 p.m. Awards & Nominating Committee: Approval of Slate – JoAnn Bowman '65

Past-President chairs committee – do we have a great slate to pull from each year? We aim for diversity and make sure we are represented well and look at reunion years and women. Development Office, Alumni Office, Alums, Faculty...it is an ongoing process to add people to the list. ****make recommendations for new members and awardees****

Four New Awardees –

Alumni Achievement Award – Fred Lytle '64

Young Alumni Achievement Award – Khara Koffel '00

Alumni Humanitarian Award – Jeffrey Boshart '89

Alumni Service Award – Jane (Brumbaugh) Gough '60

New members –

Ashley Appleman '07

Bonnie (Wineland) Crawford '64

Frances C. Fiorino '78

Jennifer Jones '07 (will fill the remaining term of Christie Brown, 1 year)

John Noble '61

Jigar Patel '08

Jennifer Wade '88

Christie Brown is incoming VP.

Lynne Smires Gale made a motion to approve and the motion carried.

12:15 p.m. Lunch

1:00 p.m. Juniata Strategic Planning Focus Group led by Rob Yelnosky '85 and Professor Emeritus Dave Drews

- What does Juniata do well?
- What could Juniata do better?
- What got in the way at Juniata?
- What is one thing to remember when writing the new Strategic Plan?

2:15 p.m. Committee Breakout Sessions – Plan “Care-able” Action Items

3:20 p.m. Committee Reporting of “Care-able” Action Items – Committee Chairs

Enrollment (Kelli): Be proud that Alumni Council members got very close to the 100% goal for signing up for JAA, gold cards and doing college fairs. Some things to follow-up with: exploring things for enrollment – find a way to partner with a younger alum to assist with College Fair. In addition, see if there is a way to get a list of Alum Education majors who have submitted a gold card. Here is a way to give back to Juniata by submitting a Gold Card. Also talked about including gold cards in reunion packets, as well as a Gold Card user survey to gain feedback. The Communications Committee is creating messages to the regional club and adding gold card information to that.

Benefits (Scott): A lot of email and calls about sister colleges and their affinity groups. What we decided is that there is no reason to add benefits or do a survey. Now looking at “what is the benefit of being a Juniata alum?”– online classes, discounts at Bookstore and gym, Alumni House, Baker House, Library use, LinkedIn, Juniata Connect, etc. Put into a package and then fine tune how to communicate – alumni magazine, web advertisement twice a year, connect to alumni blog. 25 free transcripts from the Registrar’s office, beyond that it is \$5 each. Report back to group in June with final list.

Communication (Heather): Accomplished the letter to the professors and getting news of blog out to everyone. Next thing is a letter to regional group explaining Alumni Council and encourage them to give alumni council feedback on what they are doing. Next thing is a visual for regional group pages on social media – gold card, alumni blog, update on dorm, success rate for career day and where to get more details - then regional clubs could post top 5 highlights on their Facebook pages. Could also be a good thing to send via email.

Special Events (Christine): Letting regional clubs promote their events. AC will focus on major events. We are looking over upcoming event list and will have someone from the committee promote it or have someone else give information on it. To put it into their minds – postcards in regional packets. We may be contacting alumni council to promote it in their area's regional club.

3:45 p.m.

Wrap-up and Adjournment.

Jen motioned to adjourn the meeting, Christie seconded – meeting adjourned at 4:45pm...see you in June!