



Alumni Council October 20, 2018 Meeting Minutes

Meeting Attendance

Those in attendance indicated in bold

Council Members	Staff and Faculty
Lee Abramovitz '89 Ashley Appleman '07 Christopher Bair '92* Paul Berry '05 Gabe Castro '12 David Christopher '96 Esther (Phillips) Clark '72 Doug Eadline '79 Sarah (Young) Fisher '75* Mike Ford '82 Timothy Gill '08 Danielle (Rupp) Gladfelter '87 Joy Hadley '84 JoJo Harris '10 Marty (Utts) Jones '67 Michael Kenawell '99 Russell Miller '90 Marion (Kercher) Oliver '64 Jigar Patel '08 Debbie Reidy '10 Parisha Shah '01* Rounida Shwaish '15 Diane (Morrow) Snider '79 Roxann (Binner) Yon '84	Cathy Closz , Assistant Director of Alumni Relations and Stewardship Katie Dickey '97 , Associate Director of Alumni Relations Chris Gibboney , Alumni Relations Specialist Cindy Gibboney, Director of Enrollment Operations Genna Kasun '06 , Director of Social Media & Content Coordination David Meadows '98 , Director of Alumni Relations Miranda Peruso '00 , Director of Annual Giving Jim Watt, VP for Advancement Rob Yelnosky '85 , VP of Enrollment <div style="background-color: #2c3e50; color: white; text-align: center; padding: 2px;">Student Reps for 2018-2019</div> No student representatives this time around. Shortened meeting due to BELIEVE Campaign Kickoff activities. *NOTE: The three Alumni Trustees were unable to attend because of a concurrent Trustee meeting.

Action Items

	Action Item	Owner



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Meeting Minutes

Time	Topic	Minutes	Related Attachments
8:35 am	Call to order/Welcome	<ul style="list-style-type: none"> Jigar Patel called the meeting to order at 8:35 AM and welcomed all members in attendance. 	
8:36 am	Council, Staff, and Guest Introductions	<ul style="list-style-type: none"> Council members introduced themselves and shared reflections on how Juniata impacted them most. 	
8:49 am	Review of Agenda and Packet	<ul style="list-style-type: none"> Jigar Patel reviewed the materials included in the Alumni Council folders and pointed out that the career services committee was folded into the communications committee. Mike Ford motioned to approve the meeting minutes. Gabe Castro seconded the motion. All were in favor. 	
8:52 am	Strategic Plan, Committee, Scorecard	<ul style="list-style-type: none"> Jigar Patel reiterated the purpose of Alumni Council and the importance of acting as ambassadors to facilitate connections, especially this weekend. David Meadows added that our most important purpose for this weekend is to be present during the BELIEVE Campaign kickoff because we have a specific role to play. Yes, Campaign Kickoff is about the money, but, more than that, it is about our Alumni being engaged. Alumni Council is the best example of that. Be bold, step out, meet people. Take the first opportunity to create engagement and share passion for Juniata College. There are people in attendance this weekend who don't currently share the same level of engagement. Jigar added that we have three trustee members that are part of Alumni Council. They could not be in attendance because they are currently at the trustee meetings. The Board of Trustees and Alumni Council will continue to provide updates to each other on the work being done by both bodies. Katie Dickey added what is felt this weekend can be taken and carried on to those who weren't able to be in the room. Help others feel the passion and the joy that this weekend's events will bring. Diane Snider: Everything we are saying is about the tag line "Think about who you are." We need to think about who we are. 	
9:05 am	Note writing	<ul style="list-style-type: none"> Miranda Peruso, Director of Annual Giving joined the meeting and shared how Juniata impacted her. Diane and Miranda worked together for the development 	



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		<p>committee to create note writing packets. The left-hand side of the folder provides your giving history to Juniata if you'd like to increase your giving. The right-hand side includes notes to write to lapsed donors.</p> <ul style="list-style-type: none"> • Everyone had 11 minutes to begin writing notecards. 	
9:24 am	Committee Structure and Changes	<ul style="list-style-type: none"> • Jigar called the meeting back to order and discussed what happens during committee break outs. The committees have phone calls throughout the year, and work to achieve certain committee goals at the Alumni Council meeting breakout sessions. There are new chairs for certain committees. This updated list is in the folders. The communications and career services committees have been combined into one due to changes on campus impacting the roles of staff, including the role that the Alumni office now has in assisting with career services. One of those is a priority shift. Tim Gill, chair of the former career committee, shared that a lot was done to help with career day but afterwards, there was not as much to do. This presents a good opportunity to test how well combining the committees will turn out. • David Meadows added that he struggled with the decision and about how transparent to be in the decision to combine the committees. Due to staffing changes in the office, Chris needs to get out of being a committee liaison. Career services lost staff members. Their office continues to be an office of two people. • David Christopher: As we try to identify the goals for committees, David Christopher encouraged David Meadows to be as transparent as possible with how the committees set their goals. • David Meadows: The great thing about this group is that we are transparent and frank with each other. We can do more and be better in our work if we do that. This is why we spend time hearing reports from the leadership team. We want Alumni Council to understand what is going on. • Esther Clark: What struck me is teamwork. The main point of last night's Alumni Panel is that we are a team. • Lee shared that many non-profits and orgs go through budget constraints and asked if it would make sense to reach out to retired Alumni to ask if they can give more support and act as a liaison in a volunteer role. • David Meadows: Yes, we have some examples of where that works out. We do look for opportunities. For example, Karen Beck is an ambassador. When we see 	Slide Show Available



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		<p>that there is someone who can step up and do that work, we take advantage of it.</p> <ul style="list-style-type: none"> • Miranda Peruso added that what is really exciting is that budget constraints may make it tough, but we have such a strong network and lots of energy. • Genna Kasun: You all are being very frank with us and that is really helpful. • Jigar Patel: It is not happening in this meeting but, in February and June, we have leadership present and it is an opportunity to ask those hard questions. • Genna Kasun: I see colleagues in other institutions who are going through the same struggles, and they are not communicating as openly as we do. • Jigar: The strategic plan for Alumni Council is online. It is a living document. • Jigar and Committee chairs went through a PowerPoint of all the committee goals. 	
9:54 am	Committee Breakout Sessions	(Breakout Sessions were held in various meeting spaces)	
11:18 am	Committee Reporting	Jigar Patel called the meeting back to order.	
11:19 am	Development Committee	<ul style="list-style-type: none"> • Diane (Morrow) Snider reported: <ul style="list-style-type: none"> ○ Earlier today we handed out the folders with the notes to write to what we call our “Lapsed Loyals.” Please fill them out via note, phone, or e-mail. There are a total 15,136 “Lapsed Loyals.” We will not be able to write to all of them. ○ Miranda Peruso: There are also pledge envelopes here if you want to fill them out. There are business reply envelopes. ○ Joy Hadley: What is the giving year/start date? ○ Miranda Peruso: The giving year is June 1st to May 31st each year. ○ Jigar Patel: The giving fund for student internships to help them with internships is helpful. It is primarily for students going to internships in Metropolitan areas. It is called the Super Internship Fund and requires an application with a layout of expenses. This is really helpful and important to students. ○ David Meadows: The fund helps when students can’t afford the cost, but want to take advantage of internships. Some funding for this has come from the 50th reunion gifts. ○ Miranda Peruso: As we move into the BELIEVE Campaign, it is not just about getting students 	



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		<p>here, but also keeping them here and providing them with resources to take advantage of opportunities on campus.</p>	
11:24 am	Enrollment Committee	<ul style="list-style-type: none"> • Mike Kenawell reported: <ul style="list-style-type: none"> ○ The Committee heard from Rob Yelnosky, VP of Enrollment, about data and enrollment figures as well as the STRIVE mentor program and the benefits of it for first generation students. Rob shared his experience as a mentor. Enrollment is looking for folks who are interested in being a STRIVE mentor. Individuals must complete a background check. ○ Lee Abramowitz: The Enrollment fact sheet and Enrollment placemat is helpful to have when speaking to prospective students and their families. The placemat helps us figure out where council members can plug into the enrollment process to help out. ○ Mike Kenawell shared information about upcoming college fairs and Juniata conversations. Mike asked if anyone is available to attend. The Enrollment committee will be writing hand-written notes to JC Alumni teachers reminding them of the Juniata Community Scholarship. ○ David Christopher: Is there a list for the year of the college fairs coming up? ○ Katie: Are you talking about spring fairs or fairs in general? ○ David Christopher: I would be able to take a day off to go to one. ○ Katie: Many of the fairs are in the Fall. It has been hard to align the enrollment calendar with council calendar to get Fall fairs communicated with Council. 	
11:30 am	Communications Committee	<ul style="list-style-type: none"> • Russell Miller reported on behalf of Tim Gill: <ul style="list-style-type: none"> ○ The committee talked about the two new graduate programs slated to be offered beginning in 2019. There will be two online programs. Juniata is engaged with the PA media group for Google ad recognition. The decision to offer the two graduate programs came about in working with a consultant that helped Juniata figure out what the college had to offer in terms of graduate programs. Juniata College will be 1 of 4 MBA programs that offer 	



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		<p>an international experience outside of Europe and gives consulting and project management experience. The MA of Organizational Leadership does not have a heavy emphasis on accounting. It is suited for the philanthropic world and has a PACS component. Accreditation for both is pending but should go through very easily. 35 individuals are already interested in the MBA program. You will see information about these programs in e-mails and social media. Please share.</p> <ul style="list-style-type: none"> ○ The other work we discussed is continuing the Alumni Council Emeriti newsletters. Gabe Castro will spearhead that. ○ Jigar: For new members, please follow the Alumni Council Facebook page if you have Facebook. 	
11:36 am	Awards and Nominations Committee	<ul style="list-style-type: none"> ● Ashley Appelman reported: <ul style="list-style-type: none"> ○ Awards and Nominations Committee met yesterday to review the award nominations and selected the recipients for these awards. The committee will begin reaching out to potential Alumni Council members. We are looking at the current names and number of people shared with the committee. There is a need for more names in all of the award categories, as well as names for alumni council membership. Please submit names. ○ Jigar: If you are not sure how to submit names, contact Chris Gibboney and she can point you in the right direction. 	
11:38 am	Debrief and wrap-up	<ul style="list-style-type: none"> ● Jigar: Thank you for being here and doing this work. ● David Meadows: Please don't underestimate the power of what you are doing. 	
11:46 am	Adjournment	<ul style="list-style-type: none"> ● Jigar Patel asked for a motion to adjourn the meeting. ● Diane moved to adjourn. Seconded by Marty. All were in favor. 	

Fun Quotes from the Meeting:

- "Since we are on the Frank train here" - David Meadows
- "Jumping on the Frank train" - Jigar Patel
- "I like the sleep deprived version of you" – Rounida