



## Alumni Council October 26, 2019 Meeting Minutes

### Meeting Attendance

Those in attendance indicated in bold

Council Members	Staff and Faculty
Lee Abramovitz '89 <b>Christopher Bair '92</b> <b>John Batchelor '69</b> David Christopher '96 <b>Esther (Phillips) Clark '72</b> <b>Val Deraville '12</b> <b>Doug Eadline '79</b> Sarah (Young) Fisher '75 <b>Jack Follweiler '82</b> <b>Mike Ford '82</b> Danielle (Rupp) Gladfelter '87 <b>Joy Hadley '84</b> JoJo Harris '10 <b>Ryan Hollister '08</b> <b>Keith Jones '75</b> <b>Marty (Utts) Jones '67</b> <b>Michael Kenawell '99</b> <b>Steph (Claar) Krug '03</b> <b>Adena (Delozier) Mertz '16</b> <b>Russell Miller '90</b> <b>Jigar Patel '08</b> Rounida Shwaish '15 Isaiah Slutter '15 <b>Roxann (Binner) Yon '84</b>  <b>Ron Seiler '77, Past President</b>	<b>Cathy Cloz, Assistant Director of Alumni Relations and Stewardship</b> <b>Katie Dickey '97, Associate Director of Alumni Relations</b> <b>Chris Gibboney, Alumni Relations Specialist</b> <b>Cindy Gibboney '18, Director of Enrollment/Alumni Engagement</b> <b>Luke Fragello, Director of Digital Communication</b> <b>David Meadows '98, Director of Alumni Relations and Stewardship</b> <b>Miranda Peruso '00, Director of Annual Giving</b> <b>Jim Tuten, Professor of History</b> <b>Jim Watt, VP for Advancement</b>  <div style="background-color: #2c3e50; color: white; text-align: center; padding: 2px;"><b>Student Reps for 2019 -2020</b></div> <b>Haley Lederer '20, Student Government President (unable to attend)</b> <b>Karan Nair '20, Senior Class President (unable to attend)</b> <b>Taylor Hallubak '20 Senior Class Secretary</b> <b>Amily Buenroostro '20, Student Alumni Association President</b> <b>Naomi Frey '20, Juniata Activities Board President</b>

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9:07 AM	Call to order/Welcome	<ul style="list-style-type: none"> <li>• Roxann (Binner) Yon '84 called the meeting to order and welcomed all members in attendance.</li> </ul>	
9:10 AM	Council, Staff, and Guest Introductions	<ul style="list-style-type: none"> <li>• Council members introduced themselves and shared with the group "the most exciting thing that happened this week."</li> </ul>	
9:20 AM	Review of Agenda and Packet	<ul style="list-style-type: none"> <li>• Roxann Yon reviewed the agenda and the materials in the packet</li> </ul>	
9:25 AM	Approval of June Meeting Minutes	<ul style="list-style-type: none"> <li>• Mike Ford motioned to approve.</li> <li>• Seconded by Marty Jones and Russ Miller</li> <li>• All Approved</li> </ul>	



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9:30 AM	Faculty Comments	<ul style="list-style-type: none"> <li>• Presented by Dr. James Tuten               <ul style="list-style-type: none"> <li>○ New first year courses for freshmen class</li> <li>○ First Year Composition replaces CWS.</li> <li>○ First Year Foundations replaces former 11-week college orientation.</li> <li>○ Still has Senior Peer Mentor; now team taught with member of faculty/staff/administration/coaching staff</li> <li>○ Course now lasts entire freshmen year.</li> <li>○ Semester 1 focuses on social and academic transition to college; Semester 2 focuses on student's connection to people and community.</li> <li>○ Students are able to record feedback for this course and every course on campus.</li> </ul> </li> </ul>	
9:53 AM	Strategic Plan, Committee Goals, and Scorecard	<ul style="list-style-type: none"> <li>• Roxann Yon, Council President               <ul style="list-style-type: none"> <li>○ Current strategic plan is expiring in 2020 and will be refreshed.</li> <li>○ Review of goals of the committees - Development, Enrollment and Communication</li> <li>○ Members are encouraged to further review the Strategic Plan on their own.</li> </ul> </li> </ul>	
10:03 AM	Break		
10:10 AM	Committee Breakout Session # 1	<ul style="list-style-type: none"> <li>• Beginning the work on committee goals for 2019-2020</li> </ul>	
11:04 AM	Note Writing	<ul style="list-style-type: none"> <li>• Esther (Phillips) Clark '72, Development Committee Chair               <ul style="list-style-type: none"> <li>○ Explained note writing. We want to thank alumni who have given a gift and encourage giving from those who have not.</li> <li>○ All members are asked to write 5 notes to their classmates today.</li> <li>○ Miranda Peruso encouraged all members to give a gift to Juniata and to increase their giving from last year if possible. A sealed envelope with each person's giving information is included in the packet.</li> </ul> </li> </ul>	
11:33 AM	Activity with Student Representatives	<ul style="list-style-type: none"> <li>• Mike Ford '82, Council Vice President</li> <li>• Taylor Hallabuk '20, Senior Class Secretary</li> <li>• Naomi Frey '20, Juniata Activities Board President</li> <li>• Amily Buenrrosto '20, Student Alumni Association (SAA) President               <ul style="list-style-type: none"> <li>○ Mike Ford asked students to share something about their current Juniata experience</li> </ul> </li> </ul>	



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		<ul style="list-style-type: none"> <li>○ Taylor: one-on-one relationships with professors; feels like she can be herself in academic setting</li> <li>○ Naomi: has learned to be an advocate for herself in classes, securing internships, etc. She is looking forward to going to Barbados with Dr. Tuten</li> <li>○ Amily: relationships with professors - she can rely on and trust them, almost like a parent</li> <li>○ Adena Delozier asked Taylor about her experience interning at Adena's company.</li> <li>○ Taylor: has learned ways to apply what she has learned in class to improve her life and help to experience working in a corporate setting</li> <li>○ Mike Ford lead student-alumni mixer activity</li> </ul>	
Noon	Lunch	<ul style="list-style-type: none"> <li>● Joined the Board of Trustees for lunch in Pheasant Lounge, von Liebig Center</li> </ul>	
1:07 PM	Trustee Comments	<ul style="list-style-type: none"> <li>● Presented by Christopher Bair '92               <ul style="list-style-type: none"> <li>○ Gave overview of Alumni Trustee positions and also gave some real-time updates from Trustee Meeting earlier in the day</li> <li>○ Board voted on 6 resolutions this morning.</li> <li>○ Members read a book, "Pivot," to help them focus on new ideas for the future of the college and transform its competitive focus.</li> <li>○ Pivot Team of faculty, staff and administration formed over the summer.                   <ul style="list-style-type: none"> <li>▪ Phase 1: Data Gathering on student needs and changes in population</li> <li>▪ 3 main factors when students choose: vocation, affordability, location</li> <li>▪ Identified strengths and weaknesses of college vs. peers and aspirants</li> <li>▪ Recommendations to focus on strengths (community-mindedness, diversity, co-curricular involvement like arts or sports &amp; affordability);</li> <li>▪ Improve weaknesses (service learning, career mentoring placement)</li> <li>▪ Underutilized assets &amp; resources</li> <li>▪ Phase 2: Brainstorming - Alumni Council will assist in this area.</li> <li>▪ Some things that are already happening to move us along are:</li> </ul> </li> </ul> </li> </ul>	



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		<ul style="list-style-type: none"> <li>• Our own masters programs</li> <li>• Building relationships with other institutions for programs (i.e. 2+3),</li> <li>• New possibilities like criminal justice and justice studies; behavioral health, and the healthcare field in general               <ul style="list-style-type: none"> <li>▪ If you have ideas to share, email pivotteam@juniata.edu</li> </ul> </li> <li>○ See written report (attached) from Chris from the summer trustee meeting</li> </ul>	
1:40 PM	Senior Leadership comments and discussion	<ul style="list-style-type: none"> <li>• Jim Watt, VP for Advancement               <ul style="list-style-type: none"> <li>○ Believe Campaign - 19 months remaining</li> <li>○ \$101.5 million so far (52% cash gifts)</li> <li>○ Juniata spends about 8 cents for every fundraising dollar gained (industry average is 30-40 cents). We are running very lean.</li> <li>○ With Sally Oberle, Brittani Hayes '20 created a model to assign an engagement score to alumni based on: volunteering, membership on boards, attending events, giving, etc.</li> <li>○ Would have cost \$ 200K for consultant to create this.</li> <li>○ Allows us to focus on groups of alumni and specific ways to increase engagement scores.</li> <li>○ Shows where to spend our time.</li> <li>○ Allows measurable objective via an aggregate score of all alumni. 50% of all alumni score 0.</li> <li>○ Chris Blair '92 has the highest score of all alumni!</li> <li>○ JCEL and Sill Business Incubator are now under the Advancement and Business Departments (Dom Peruso lead for business).</li> <li>○ Goal of getting JCEL and SBI in the black - now operating with a net gain</li> <li>○ Welcomes Alumni Council input in deciding the future direction and structure of JCEL and SBI. There are lots of business and entrepreneurial students (undergrad and masters) and they need support.</li> <li>○ In order to complete all goals, actual number we need from the BELIEVE Campaign is \$121,675,000. (\$7 million more than goal)</li> </ul> </li> </ul>	



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1:20 PM	Alumni Office Comments	<ul style="list-style-type: none"> <li>○ Largest building project is the library.</li> <li>● David Meadows, Director of Alumni Relations &amp; Stewardship               <ul style="list-style-type: none"> <li>○ Review of BELIEVE Campaign events</li> <li>○ Many council members attended public launch of BELIEVE Campaign a year ago on campus</li> <li>○ After that, series of events around the country – primarily in cities with larger concentration of alumni and donors.                   <ul style="list-style-type: none"> <li>▪ Smaller invite lists with donor focus - didn't work out as well as hoped</li> <li>▪ Different approach with open invitations worked better with                       <ul style="list-style-type: none"> <li>● President Troha</li> <li>● Current Students</li> <li>● Prospective students</li> </ul> </li> <li>▪ Highlighted mock trial team at Blair County event. Very successful.</li> <li>▪ Sun Motors Event in Mechanicsburg, PA had great attendance.</li> <li>▪ Other events being planned</li> </ul> </li> <li>○ Campaign Celebration Event upcoming in 2021</li> </ul> </li> <li>● Cathy Cloz, Assistant Director of Alumni Relations &amp; Stewardship               <ul style="list-style-type: none"> <li>○ Review of stewardship event last night - Scholarship Dinner</li> <li>○ Connecting scholarship donors with students who benefit from scholarships</li> </ul> </li> <li>● Katie Dickey, Associate Director of Alumni Relations               <ul style="list-style-type: none"> <li>○ Homecoming. Family Weekend - 1381 guests (largest attendance since 2016)                   <ul style="list-style-type: none"> <li>▪ Largest event on campus - important for engagement with and between alumni, students and families.</li> <li>▪ Class of 2019 had 91 attendees. Class of 1999 had double the numbers from their 15<sup>th</sup>.</li> <li>▪ Revenue generation through wine and beer glass incentives (new donors and lapsed donors giving again)</li> </ul> </li> </ul> </li> </ul>	
2:30 PM	Break		
2:35 PM	Committee Breakout Session # 2	<ul style="list-style-type: none"> <li>● Continuing committee work for 2019-2020</li> </ul>	



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3:32 PM	Reconvene for committee reporting	<ul style="list-style-type: none"> <li>• Development – Esther (Phillips) Clark '72               <ul style="list-style-type: none"> <li>○ Committee members wrote notes to alumni who gave first time gifts.</li> <li>○ Will finish these notes before our next meeting</li> </ul> </li> <li>• Enrollment – Mike Kenawell '99               <ul style="list-style-type: none"> <li>○ Using social media as a way to reach potential future students</li> <li>○ Juniata College Conversations - opportunity to meet one-on-one with prospective students to discuss questions about Juniata (starting winter into spring)</li> <li>○ Starting Juniata Parents Facebook page - looking for input from parents of recent grads</li> <li>○ Juniata Community Scholarship - available for Juniors and Seniors (until November 15)</li> </ul> </li> <li>• Communication – Marty (Utts) Jones '67               <ul style="list-style-type: none"> <li>○ Summer Camps - generate money for the college; introduce potential future students to Juniata</li> <li>○ Alumni Council members are encouraged to promote camps. (possibility of discount for family and friends)</li> <li>○ E-newsletters - 6 per year with a variety of human interest stories about Juniata</li> <li>○ Council members are being asked to pick one story and share.</li> </ul> </li> <li>• Awards and Nominations - Jigar Patel '08               <ul style="list-style-type: none"> <li>○ Goal to make award winners more diverse to match student body</li> <li>○ Council members are encouraged to make nominations for future council members and awards</li> </ul> </li> </ul>	
3:46 PM	Debrief and wrap-up	<ul style="list-style-type: none"> <li>• Roxann Yon, Council President               <ul style="list-style-type: none"> <li>○ Thanked council members for attending.</li> <li>○ Members are encouraged to review notes and continue to come up with new ideas and work on committee goals until next meeting.</li> </ul> </li> </ul>	
3:49 PM	Adjournment	<ul style="list-style-type: none"> <li>• Russell motioned to adjourn meeting.</li> <li>• Jigar Patel Seconded and approved.</li> </ul>	

### Fun Quotes from the Meeting:

- “Reunion weekend with the class of ‘69 was the most amazing experience of my life.” - Cathy Closz
- “It no longer looks like a prison gymnasium” - Jim Watt, speaking about renovation of the Ballroom