



## Alumni Council Sept. 11, 2021 Meeting Minutes

### Meeting Attendance

Those in attendance indicated in bold

Council Members	Staff and Faculty
<b>Kesha Baptiste-Roberts '99</b> <b>John Batchelor '69</b> <b>Eric Biddle '82</b> <b>Brian Dietrich '02</b> <b>Val Deraville '12</b> <b>Jack Follweiler '82</b> <b>Mike Ford '82</b> <b>Gretta Gross '92</b> <b>John Hill '12</b> <b>Ryan Hollister '08</b> <b>Keith Jones '75</b> <b>Sue (Fuss) Kaltenbaugh '85</b> <b>Michael Kenawell '99</b> <b>Randy Kochel '79</b> <b>Steph (Claar) Krug '03</b> <b>Adena (Delozier) Mertz '16</b> <b>Diane Nguyen '14</b> <b>Travis Paul '08</b> <b>Melissa Romanelli '87</b> <b>Rob Strauss '13</b> <b>Carol Van Horn '79</b> <b>Roxann (Binner) Yon '84</b>	<b>Cathy Cloz</b> , Assist. Director of Alumni Relations and Stewardship <b>Chris Gibboney</b> , Alumni Relations Specialist <b>Greta Hall</b> , Director of Annual Giving <b>David Meadows '98</b> , Exec. Dir. of Career Dev. & Alumni Engagement <b>Jason Moran</b> , Vice President for Enrollment <b>Tammy Stuber</b> , Assistant Director of Career Development <b>Jim Tuten</b> , Professor of History <b>Jim Watt</b> , Vice President for Advancement
	Additional Participants
	<b>Joe Lapp '22</b> , Student

### Meeting Minutes

Time	Topic	Minutes	Related Attachments
9:07 AM	Call to Order, Roll Call, Welcome	<ul style="list-style-type: none"> <li>Mike Ford '82, President, called the meeting to order, welcomed all in attendance. Reviewed agenda</li> </ul>	
9:05 AM	Approval of June Meeting Minutes	<ul style="list-style-type: none"> <li>Mike Ford asked for a motion to approve June minutes.</li> <li>Motion by Jack Follweiler Seconded by Mike Kenawell.</li> <li>All Approved</li> </ul>	
9:15	Introduction of New Members	<ul style="list-style-type: none"> <li>Mike Ford asked new members to introduce themselves and share a "favorite" about Juniata – professor, tradition, or living space.</li> </ul>	
9:26 AM	Student Comments	<ul style="list-style-type: none"> <li>Joe Lapp '22</li> </ul>	



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		<ul style="list-style-type: none"> <li>○ University of Iowa internship fell through because the alum moved from Iowa to UC Davis. David Meadows and Patricia Hunt, Director of the Health Professions Program, connected Joe to Howard Nathan '75, Gift of Life, where he actually saw two organ cultivations.</li> <li>○ After graduation, he's taking a Gap Year and plans to go out West to do something not related to medicine. He asked for advice. Positive feedback. Three council members offered support. Professor Tuten also suggested Professor Hsiung as a National Park resource.</li> <li>○ Joe reported that students are approaching a 90% vaccination rate</li> </ul>	
9:40 AM	Senior Leadership Comments	<ul style="list-style-type: none"> <li>● President Jim Troha             <ul style="list-style-type: none"> <li>○ Discussed continuing effects of COVID on campus, students and faculty. Student vaccinations higher than county rate of 40%</li> <li>○ Enrollment challenges                 <ul style="list-style-type: none"> <li>▪ Summer "melt" much higher than expected. 400 dropped to 355.</li> <li>▪ Ongoing goal of 400 students – our community already given that charge. Would love for Alumni Council to help.</li> <li>▪ We at JC know how WE get paid – it's through enrollment and through donor philanthropy</li> <li>▪ "The Cliff" (decreased birthrate in 2008) will lead to decreased high school graduation rates in 2026. NE decline 15% (way down in areas like NY, Philly, Pittsburgh, Boston) where we are battling for every student.</li> <li>▪ Juniata is a PWI (Predominantly White Institution), but students are 25% diverse. We need to mirror that in faculty and staff. It must be foundational. This is the population that is growing – particularly in the NE.</li> </ul> </li> <li>○ Institutional priorities                 <ul style="list-style-type: none"> <li>▪ Morale of staff &amp; faculty</li> <li>▪ Spirit of innovation – how do we continue to evolve as an institution? (grad programs, online programs and ways to deliver JC Education that don't</li> </ul> </li> </ul> </li> </ul>	



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		<p>stray from core values of 4-yr liberal arts education). 3 + 1's will be leaned into heavily. Community-based organizations – experiential, mock trial, and Esports. Which courses do we continue to offer? Challenging for faculty...but investing in new programs with greater demand.</p> <ul style="list-style-type: none"> <li>▪ International partnerships</li> <li>▪ Perception of higher education has changed – more interest in community college and on-the-job training, along with affordability. We need tangible ROI to show. Can't talk in ambiguous terms. Students need to see pathway from when they arrive to graduation, and that the 4-year path leads to jobs. Parents and students want assurance of graduate school and employment outcomes. It's not just about the "Juniata experience."</li> </ul> <ul style="list-style-type: none"> <li>○ Overview of campus upgrades <ul style="list-style-type: none"> <li>▪ Gateway project - not intended to separate us from them (haves &amp; have nots). This project is more about welcoming prospective students and alums to campus. Something about bricks and stones to say, "You are at a top-notch institution."</li> <li>▪ Renovated the floor in Kennedy</li> <li>▪ Some work in Cloister and other residence halls</li> <li>▪ Detwiler Plaza is being refurbished to add tables, chairs, and umbrellas</li> <li>▪ Carnegie Museum's upgraded storage</li> </ul> </li> <li>○ Juniata has moved up in national rankings</li> </ul>	
10:13 AM	Award Presentation	<ul style="list-style-type: none"> <li>• Presentation of Alumni Achievement Award to Carol Van Horn '79 by President Troha</li> </ul>	
10:20 AM	Alumni Trustee Comments	<ul style="list-style-type: none"> <li>• Presented by John Batchelor '69 <ul style="list-style-type: none"> <li>○ Update on July meeting <ul style="list-style-type: none"> <li>▪ Board was happy to have first in-person meeting in over a year.</li> <li>▪ Board members, staff, students, and parents were in attendance.</li> <li>▪ Current undergraduate enrollment: 1233</li> </ul> </li> </ul> </li> </ul>	



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10:29 AM	Faculty Comments	<ul style="list-style-type: none"> <li>• Presented by Jim Tuten, Professor of History               <ul style="list-style-type: none"> <li>○ Jim shared the differences between this semester and this time last year from a faculty perspective.                   <ul style="list-style-type: none"> <li>▪ Students and faculty are disappointed that things are not yet back to “normal.”</li> <li>▪ But varsity sports and activities are happening – first football game, men’s and women’s soccer games, and Lobsterfest last weekend!</li> <li>▪ Last year was hard because college was a lot of work with very little fun. But, fun is coming back!</li> </ul> </li> </ul> </li> </ul>	
10:40 AM	Introductions	<ul style="list-style-type: none"> <li>• Mike Ford introduced Chris Gibboney, Alumni Relations Specialist; Cathy Cloz, Assistant Director of Alumni Relations &amp; Stewardship; Tammy Stuber, Assistant Director of Career Development; Jim Watt, VP for Advancement; and Greta Hall, Director of Annual Giving; each gave a description of their role.</li> </ul>	
11:00	Break		
11:10 AM	Council Goals, Scorecard, and Committee Breakouts	<ul style="list-style-type: none"> <li>• Mike Ford, Council President               <ul style="list-style-type: none"> <li>○ Update on goals for committees and council as a whole</li> <li>○ Introduction of new committee chairs – Eric Biddle, Enrollment; Val Deraville, Career; Travis Paul, Development</li> <li>○ Introduction of committee staff liaisons – Jason Moran (VP for Enrollment), Enrollment; Tammy Stuber, Career; Greta Hall, Development</li> </ul> </li> </ul>	
12:30PM	Committee Reports	<ul style="list-style-type: none"> <li>• Eric Biddle '82, Enrollment               <ul style="list-style-type: none"> <li>○ Eric reported the Enrollment Committee’s discussion of maintaining relationships with Community Scholarship nominees.</li> <li>○ Committee’s involvement in future open houses</li> <li>○ Benefits of past letter-writing campaigns</li> <li>○ Deadline for nominating seniors for Juniata Community Scholarship is November 15.</li> </ul> </li> <li>• Val Deraville '12, Career               <ul style="list-style-type: none"> <li>○ Val reported the Career Committee made a list of potential alumni to reach out to for the Career Chats.</li> </ul> </li> <li>• Travis Paul '08, Development               <ul style="list-style-type: none"> <li>○ Travis reported that the Development Committee discussed how to get alumni re-</li> </ul> </li> </ul>	



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		<p>involved and engaged with campus, which will hopefully lead to them giving gifts to the college.</p> <ul style="list-style-type: none"> <li>○ Will be testing new strategies to reach and engage with alumni</li> <li>● Roxann Yon '84, Awards &amp; Nominations <ul style="list-style-type: none"> <li>○ Roxann reported that the Awards &amp; Nominations committee discussed nominees for Alumni Trustees and Alumni Awards.</li> <li>○ Council is encouraged to nominate alumni for awards and potential new members</li> <li>○ Discussed new members for Alumni Council – members vary by gender, ethnic diversity, POE, grad year, geographic location, etc.</li> <li>○ Nominations for Alumni Council will be accepted until October 15.</li> </ul> </li> </ul>	
12:45 PM	Alumni Staff Comments	<ul style="list-style-type: none"> <li>● Presented by David Meadows <ul style="list-style-type: none"> <li>○ David shared that the Alumni Office needs Council's help to identify the strengths of alumni who we know, and how they can best be utilized.</li> <li>○ In his new role, his team has taken on the responsibilities of Career Development – a path to career readiness (a 4-year process)</li> <li>○ Fall Calendar of Career Chats – Thursdays at noon</li> </ul> </li> </ul>	
1:05 PM	Wrap-up	<ul style="list-style-type: none"> <li>● David shared his son's experience as a freshman at Juniata this fall.</li> <li>● Mike: Reminder of upcoming meetings: Sat., Feb. 26 and Friday, June 10 (Hopefully both will be in person!)</li> </ul>	
1:10 PM	Adjournment	<ul style="list-style-type: none"> <li>● Mike Ford asked for a motion to adjourn. All approved.</li> </ul>	