



Alumni Council February 29, 2020 Meeting Minutes

Meeting Attendance

Those in attendance indicated in bold

Council Members	Staff and Faculty
Lee Abramovitz '89 Christopher Bair '92 John Batchelor '69 David Christopher '96 Esther (Phillips) Clark '72 Val Deraville '12 Doug Eadline '79 Sarah (Young) Fisher '75 Jack Follweiler '82 Mike Ford '82 Danielle (Rupp) Gladfelter '87 Joy Hadley '84 JoJo Harris '10 Ryan Hollister '08 Keith Jones '75 Marty (Utts) Jones '67 Michael Kenawell '99 Steph (Claar) Krug '03 Adena (Delozier) Mertz '16 Russell Miller '90 Jigar Patel '08 Ron Seiler '77 Isaiah Slutter '15 Roxann (Binner) Yon '84	Lauren Bowen, Provost Cathy Cloz, Assistant Director of Alumni Relations and Stewardship Katie Dickey '97, Associate Director of Alumni Relations Chris Gibboney, Alumni Relations Specialist Cindy Gibboney '18, Director of Enrollment/Alumni Engagement Luke Fragello, Director of Digital Communication Dawn Hayes, Assistant Professor of Education David Meadows '98, Director of Alumni Relations and Stewardship Miranda Peruso '00, Director of Annual Giving
	Student Reps for 2019 -2020
	Amily Buenroostro '20, Student Alumni Association President Naomi Frey '20, Juniata Activities Board President Karan Nair '20, Senior Class President Sullivan Stuehrmann '21, Student Government President

Action Items (Fill in only if there are action items that come up that would be helpful to council members)

	Action Item	Owner
1	To nominate someone for membership on Alumni Council, the link is here: https://www.juniata.edu/alumni/council/how.php	Awards & Nominations Committee, David and Chris
2	If you have someone to nominate for one of our four alumni awards, please visit this page: https://www.juniata.edu/alumni/recognition/awards/index.php	Awards & Nominations Committee, David and Chris
3	To submit feedback on the use of a training video for volunteers (similar to the one viewed today), please email David or Chris	David



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Time	Topic	Minutes	Related Attachments
9:00 AM	Call to order/Welcome	<ul style="list-style-type: none"> Roxann (Binner) Yon '84 called the meeting to order and welcomed all members in attendance. 	
9:05 AM	Introductions Icebreaker	<ul style="list-style-type: none"> Council members introduced themselves Mike Ford '82 led an icebreaker activity 	
9:08 AM	Review of Agenda and Packet	<ul style="list-style-type: none"> Roxann Yon reviewed the agenda and the materials in the packet 	
9:10 AM	Approval of October Meeting Minutes	<ul style="list-style-type: none"> Sarah Fisher motioned to approve October minutes Seconded by Russ Miller All Approved 	
9:11 AM	Council Purpose	<ul style="list-style-type: none"> Roxann Yon reviewed council's purpose <ul style="list-style-type: none"> In addition to what's in the council's mission, we, as a council, are truth ambassadors for the College 	
9:13 AM	Approval of Slate	<ul style="list-style-type: none"> Jigar Patel '08, Chair of Awards & Nominations Committee <ul style="list-style-type: none"> Alumni Achievement Award: Carol Eichelberger Van Horn '79 Young Alumni Achievement Award: Jeremy Weber '05 William E. Swigart Alumni Humanitarian Award: Harold A. Yocum '64 Alumni Service Award: Craig "Zeke" Eisenhart '70 Incoming Vice President: Michael E. Kenawell '99 Incoming Members-at-Large (Geographically Diverse) <ul style="list-style-type: none"> Kesha A. Baptiste- Roberts '99 Eric D. Biddle '82 Colin R. Branton '93 John T. Hill '12 Travis R. Paul '08 Robert J. Strauss '13 Alumni trustee spot will not be voted on until April Christopher Bair motioned to approve Seconded by Ron Seiler Hand counted approval. Unanimously passed. Encouragement by Jigar to nominate alumni so that we can gather a pool of nominees. Consider recent graduates who may represent current student population better. David added that the committee has been paying attention to the DC area for geographic diversity. Roxann added that you should give council nominees a heads up about what Council is. Chris Gibboney said that members could send nominations via email to her, along with the reasons you suggest them. 	



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9:20 AM	SLT Comments	<ul style="list-style-type: none"> • Presented by Lauren Bowen <ul style="list-style-type: none"> ○ As Provost, she hires and leads faculty; teaches, does program development, oversees departments (Registrar, Library, Art Museum, etc.), interfaces with public and administrators ○ Senior Leadership Team and Trustees read the book “Pivot,” which revealed that there is a demographic cliff—meaning there are less 18-year-olds (particularly in the northeast) and, as a result, colleges will be forced to compete for them. Colleges must be flexible. ○ To prepare for this, academically, without compromising Juniata’s hallmark qualities, there was a revamp of the Gen Ed curriculum in 15 mos. ○ Created comprehensive <i>First Year Foundations</i> course, where students get to know their peers, their college and themselves; while learning how to communicate effectively. ○ Every student will be challenged on <i>how they know</i> what they know (Ways of Knowing piece) ○ Mellon Grant recognized our uniqueness ○ Every student will have both global and local <i>community</i> engagement & US History knowledge. ○ Student capstone - wrap up/reflect on experience ○ Students develop electronic portfolio to display their best works from all of their courses. ○ Another driver: Middle States said we needed clear rubrics and assessment tools for the curriculum revamp. All courses will have it. ○ As a result, Juniata must create 200 new courses and ‘sunset’ an equal number (very difficult). ○ There are approx. 1500 courses in our catalog (though not all offered). About 800 active. Approx. 100 faculty members teaching 6-7 courses/year. ○ The curriculum will roll out one year at a time, starting this school year—50 courses at a time. ○ Classes with less than 5 students will be cancelled. ○ Juniata will prioritize their academic programs. ○ There are 20 academic departments. The provost is on a “departmental tour,” assessing data gathered for each department (is it efficient and meeting the needs of contemporary students?) <ul style="list-style-type: none"> ▪ How much revenue do they generate? ▪ How many POEs do they have (both individualized and designated)? ▪ How many student credit hours are generated? 	Bowen Alumni Council Feb2020.pdf emailed to members on 2/29/20
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		<ul style="list-style-type: none"> ▪ How full are their classes? ▪ How much grant and endowment revenue are they generating? ▪ How much does it cost the college to run their department? ▪ How many faculty do they have? ○ The expectation is to learn which areas/resources need growth, which areas and resources need sustained, and which need to be curtailed. ○ Decisions about combining some departments. ○ Move some POEs from designated to secondary emphasis, so that there's not a need to offer as many courses as frequently (retool, reimagine) ○ The remainder of students in a 'sunsetting' POE will be graduated out (fair, ethical, right) ○ There are 100 designated POEs at this time, which is not sustainable (given finite resources) ○ In April, the Board of Trustees will weigh in and decisions will be made by summer ○ <i>We are not aiming to "cut" faculty or programs, we are trying to be strategic</i> ○ Graduate programs added. Criminal Justice left w/ a faculty member (but has interest). High hope for Master's in Healthcare Administration, Master's in Social Work and/or Counseling/Psychology. ○ For Summer, added more academic camps for short term & long-term revenue (future students) <ul style="list-style-type: none"> ▪ Harry Potter Camp ▪ 3rd year of Health Professional Institute ▪ 2nd summer of Mock Trial Camp ▪ Art and Theater camps as well ○ The State of Pennsylvania awarded Juniata a \$4 million grant for renovation of library/learning. ○ QUEST (Question, Understand, Explore, Seek, Be Transformed) assists students with resources. Five areas (see Power Point) integrated in one place. Director Celia leaving. New hire w/ career focus? 	
10:07 AM	Trustee Comments	<ul style="list-style-type: none"> • Presented by Christopher Bair '92 <ul style="list-style-type: none"> ○ A written report from the Fall Trustee Meeting was distributed in the Feb. 2020 Council packets ○ Juniata is looking for its main pivot as an institution to keep us vibrant in the future ○ Business Affairs and Enrollment Marketing reviewed what tuition and room and board would look like to prepare for a board vote ○ Cornerstone Advisors Asset Mgmt. presented on financial portfolio in October (see report*) 	<p>Alumni Trustee Report_To Council_Feb 2020.pdf*</p>



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		<ul style="list-style-type: none"> ○ The Board convenes again April 16 in conjunction with Liberal Arts Symposium (LAS) ○ Question about transparency of Board to the student body. Provost Bowen interjected that there is a student who sits on each committee 	
10:14 AM	Faculty Comments	<ul style="list-style-type: none"> ● Presented by Dawn Hayes, Assistant Professor of Education <ul style="list-style-type: none"> ○ Evolution is a big part of Juniata. As a home for 3 generations of her relatives, Juniata has looked different for each member of her family. ○ Is this a place I can call home, that can support inquiry, and diversity and inclusion? These are questions that students all ask themselves. ○ Juniata is interested in evolution and change to create transformative students and not just hand them a degree. Inquisitiveness is valued here. ○ There is a new course being developed called <i>US Experience</i> that examines how education looks across the United States, as well as in small pockets across the country. ○ Dawn is also the adviser for PRISM (a group of diverse students who identify as LGBTQ+ and allies). They partner with Plexis and Emoja clubs. 	
10:26 AM	Break		
10:27 AM	Note Writing	<ul style="list-style-type: none"> ● Mike Kenawell '99 , Enrollment Committee Chair <ul style="list-style-type: none"> ○ Led note-writing for students who are interested in coming to Juniata ○ Notes to admitted students have yielded a 30% increase in students who end up coming to Juniata 	
10:29 AM	Training Video	<ul style="list-style-type: none"> ● Led by David Meadows '98 <ul style="list-style-type: none"> ○ The insurance company wants Juniata to show they're protecting students and minors on campus ○ https://www.youtube.com/watch?v=ii6GFUM5xg8 ○ There are various levels of student access that people have as volunteers ○ David asked for a show of hands about whether the video is an appropriate amount of awareness - mostly a thumbs-up. David invited email input. ○ Show of hands indicated that over half of current council members <i>already have</i> clearances for work 	See YouTube link
10:49 AM	Senior Class Comments	<ul style="list-style-type: none"> ● Karan Nair '20 (History/Sociology POE) <ul style="list-style-type: none"> ○ Reported on the state of the Class of 2020 ○ Senior Week planning will consist of game night, night bowling, movie night, a booze cruise, a visit to the Juniata Brewery and a karaoke night at Memories Sports Bar. 	



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		<ul style="list-style-type: none"> ○ Class gift will be a meditation room ○ Students have mixed feeling about leaving since Juniata has been a home ○ Many of the students are not happy about how staff was let go ○ This upcoming year, orientation will have a new look ○ They are looking forward to progress being made as to the future of Juniata as an institution 	
10:55 AM	JAB Comments	<ul style="list-style-type: none"> ● Naomi Frey '20 (Bio, Pre-med POE) <ul style="list-style-type: none"> ○ Mountain Day, Festifall and Madrigal were a success for the Fall ○ For the Spring, they're planning <i>Juniata's Got Talent</i> for April 17th ○ April 11 is JAB journey to DC to the <i>Petalpalooza</i> ○ Springfest on the quad is set for April 26th ○ Next Year's board members are being interviewed 	
10:58 AM	Student Government Comments	<ul style="list-style-type: none"> ● Sullivan "Sully" Stuehrmann '21 (Geology, Intl. Politics) <ul style="list-style-type: none"> ○ Has been Student Body President for just 2 months now ○ Past focus on constitution. He wants to focus on how to <i>help</i> students. In the works are: <ul style="list-style-type: none"> ▪ Higher Internet bandwidth –campus maxes out by 10 p.m. each night ▪ Increase Gym hours ▪ Free feminine hygiene products in every residence hall ▪ Increased visibility with more town hall-type meetings, so that students know who their representatives are 	
11:01 AM	Student Alumni Association (SAA) Comments	<ul style="list-style-type: none"> ● Amily Buenroostro '20 (Bio-psych POE) <ul style="list-style-type: none"> ○ Alumni have been invited to campus at various times for SAA meetings and for events. ○ Alumni Round Table event was held on Nov.18. Alums came in to talk about their professional stories and their career development: Elise Mihanian Englund '14, Wynn Hansen '04, Angela Davidson O'Brien '06, Shalen Perehinec Steinbugl '16, Robert Strauss '13, Jordan Yeagley '10 ○ Alumni Round Tables are very helpful for students. They are the best-attended events with SAA. ○ SAA Meetings are now student-centered. ○ Becca Ford '19 (Mike's daughter) was at their last meeting to talk about the various opportunities that Huntingdon offers professionally. 	



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		<ul style="list-style-type: none"> ○ Tammy Stuber from Career Services/QUEST attended meeting to talk about Career Day. ○ QUEST has new software called <i>Handshake</i> that's a useful tool professionally for students ○ There are 2 more meetings planned for the year and students want to hear about transitions and how to deal with them from alums 	
11:45 AM	Student Panel Q & A	<ul style="list-style-type: none"> ● Student Reps <ul style="list-style-type: none"> ○ With the success of the Alumni Round Table, why not do it more than once a year? <ul style="list-style-type: none"> ▪ Getting alumni to campus once per year works. More often could be challenging ▪ There are work-load challenges on SAA and Alumni Relations to host the event 	
12:00 PM	Lunch		
1:00 PM	Alumni Staff Comments	<ul style="list-style-type: none"> ● David Meadows, Director of Alumni Relations & Stewardship <ul style="list-style-type: none"> ○ See blue paper with listing of events. The most events he has planned since it was his main responsibility when he first joined Alumni Office. ○ Alumni Relations is helping with Enrollment Events and Young Alumni Events (as requested by President Troha). <ul style="list-style-type: none"> ▪ The first Young Alumni Event was in Pittsburgh with turnout of 34 people. ▪ Very successful - led to huge burst of registrations for March 7 BELIEVE event. ▪ Next are State College, Lancaster and DC. ▪ Primarily mingling, but hear young alumni concerns and provide updates from JC. ○ Bud and Barb are hosting a BELIEVE Event in Pittsburgh on March 7 at Carnegie Museum of Art. 108 people are registered, including wide variety of alumni, some parents and 9 accepted students! ○ July 24th DC BELIEVE Event will be a mash-up of a Trustee reception, BELIEVE event, Jodie Gray's "Send-off" Picnic and an Enrollment reception, where accepted and prospective students will join. ○ Enrollment has 3 events: one in Lititz that Henry and Joanie Gibbel host, one for Camp Hill hosted by Dan Sunderland at the Westshore Country Club and lastly one in Rockville, Maryland at the Cambria Hotel. ○ Coach Carter, new football coach, will attend at least one of the Enrollment events and will be part of the recruitment process. 	



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		<ul style="list-style-type: none"> ○ The Choir tour is set to be in Chile this year ○ When travelling for work, keep Juniata in mind, so we can consider having an event. The idea is to create a space for the opportunity to relay a Juniata message and have engagement. ○ For those who have seen regional events transition, the goal (what we need now) is: <ul style="list-style-type: none"> ▪ Focus around engagement ▪ Opportunity for some kind of Juniata message (President, David or Council member) ○ May 31 of 2021 finishes BELIEVE Campaign. (Celebration being planned.) Therefore, there is work to prepare for post-campaign, since engagement and giving typically go down. ● Katie Dickey, Associate Director of Alumni Relations <ul style="list-style-type: none"> ○ Alumni Weekend strategic changes preview ○ President’s Commission in fall is for classes approaching 50th. Typically, the 45th reunion preparations for 50th would happen at President’s Commission. However, we found that having 1974 meet last June (while already on campus) worked very well. Therefore, we are planning for 1975 to do the same in 2020. Fun reception with mixing and mingling at the President’s House. Classes celebrating their 45th reunion no longer need to come back in the fall. No guarantee on President’s House, but we expect 45th to be a trend for June. ○ At Alumni College (during Alumni Weekend) there are strategic asks to faculty now instead of an open invitation. We want to use this opportunity to showcase what faculty are doing (similar to the BELIEVE Kick-off with academic showcases) ○ Bill Phillips, our Nobel Prize winner alum, will be presenting to the campus for Alumni Weekend and Juniata will be honoring him with a special dedication of the Lobby outside Alumni Hall. ● Cathy Cloz, Assistant Director of Alumni Relations & Stewardship <ul style="list-style-type: none"> ○ Since Stewardship is relatively new for Alumni Relations, Cathy gave some highlights ○ The Scholarship Dinner (Generosity Meets Gratitude) in the fall was successful and it will be an annual event. Prior to this, it had been 8 years since such an event was done. 	
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		<ul style="list-style-type: none"> ○ We now have a visible, easy way for donors to see the direct impact of their gift. Cathy circulated a sample impact statement at the meeting. <ul style="list-style-type: none"> ○ If it is an endowed scholarship, we are incorporating statements from the beneficiary of their gift by engaging with students to obtain a message. Then, donors can hear how it is impacting that student’s journey and their life. ○ National surveys show that the communication element is key. ○ If their gift is an endowed lectureship or supports a specific department or program, then we are engaging campus partners to develop and share stories. ○ There was an endowment created in the name of Professor Dave Drews (around the time he was retiring). It was created to honor him and to create resources for students to travel to and present at conferences. ○ Impact reports - our goal is to create 16 detailed, visually appealing impact reports this fiscal year. So far, there are 7 reports of this type created. ○ We are creating a culture of gratitude across campus. 	
<p style="text-align: center;">1:25 PM</p>	<p style="text-align: center;">Council Goals, Scorecard & Committee Breakout</p>	<ul style="list-style-type: none"> ● Roxann Yon, Council President <ul style="list-style-type: none"> ○ Roxann plugged her camping event in September ○ Ron Seiler plugged Liberal Arts Symposium (LAS) ○ Alumni Council Survey Results (a/k/a “Scorecard”): (20 responses received). Some people had issues receiving her email. (Note Roxann’s former name of “dieke” is in her email address. Check spam.) 1. (All) Have you participated in at least one recruitment activity? AC Goal was 50%. Result was 50%. 2. (All) Have you written notes to at least 5 admitted students (Winter meeting)? She expected people to respond “not yet.” 4 people said they already wrote to people, 3 People said they didn’t. Goal is 75% 3. If on enrollment committee, did you participate in at least 1 enrollment activity? 6 yes, 1 no. The goal was 100%. Almost there. 4. If on enrollment committee, did you submit/promote the Juniata Community Scholarship (JCS)? 4 of 7 who responded did. The goal was 50%. We met goal. 5. If on enrollment committee, did you write notes to an additional 10 admitted students? The goal is 100%. 3 of 7 completed survey did. We have time to get there. 	



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		<ol style="list-style-type: none"> 6. If on enrollment committee, did you write to 5 alumni teachers to promote JCS? Goal of 100% 5 yes, 2 no. 7. (All) Did you write to 5 non-giving alumni during the fall meeting. The goal was 100%. We are at 85%. 8. (All) Have you made a financial contribution of any size to Juniata? The goal is 100%. We are at 95%. 9. (All) Did you make your contribution before December 31? The goal was 75% we are at 85%. Great! 10. (All) Did you increase your Juniata contribution from last year? The goal was 50% we are at 85%. Excellent. 11. If on development committee, did you reach out to 25 young alumni first time donors? (Fall meeting) 4 yes, 2 no responses. 12. If on development committee, did you make contact with 25 non-giving donors? (Winter meeting). The results were 1 yes, none said no, and 3 not yet 13. If on development committee, did you make contact with 10 young alumni first time donors (thank you) – between meetings? 50% did (3 yes, 3 no) 14. If on development committee, did you make contact with 10 non-giving donors (between winter and spring)? 1 person said no. 1 person said they did already, and the rest hadn't because it's too soon. 15. If on development committee, did you make your gift before Dec. 31? Goal was 100% All 6 of the committee responded yes (contributed before then). 16. If on development committee, did you make an additional gift by May 31? 2 yes, 2 no, 2 plan to do so. 17. (All) Have you supported the Juniata Marketing Campaigns? Goal was 85%. Results 85%. 18. If on communications committee, did you send 5 hand-written notes about the summer camps? 3 did, 2 did not. 2/3 have done so (goal is 100%). 19. If on communications committee, did you support Juniata Marketing Campaigns by sharing at least one story from each of the Communications Content eNewsletters? Goal 100%. 4 yes, 1 no. We are close. 20. If you are chair of the communications committee, have you drafted and coordinated distribution of the Alumni Council Emeriti eNewsletter following each council meeting? Yes. 21. (All) Have you submitted an Alumni award nomination? The Goal is 100% and we are at 25%. 22. (All) Have you engaged in at least one other Juniata alumni activity as an official ambassador of Juniata? The goal was 100%, we are at 90%. 	
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		<p>23. (All) Other activities not mentioned in survey to report?</p> <ol style="list-style-type: none"> a. Posted articles on LinkedIn b. Attended Send-off event c. Trustee meetings d. Parent Facebook page e. Hosted Enrollment Dinner at home f. BELIEVE Campaign g. Written extra notes to students h. Recruited committee members and/or encouraged attendees at upcoming reunion <p>How can we make the survey more clear? Suggestion to add time-period at the top. Question about refreshing strategic plan so that AC goals are measured against strategic plan. Yes, there is a plan to refresh it. Idea of council-wide goals at top, so could skip whole sections if not on that particular committee. We could build in logic about which committee each person is a part of, so that form only populates further questions relative to your committee. Could also consider gathering committee-specific goal info from committee chairs.</p>	
2:00 PM	Break		
3:00 PM	Reconvene for Committee Reports & Wrap-up	<ul style="list-style-type: none"> • Roxann Yon, Council President • Enrollment – Mike Kenawell '99 <ul style="list-style-type: none"> ○ 135 student deposits thru 2/29 (up since last year) ○ Held an admitted student event and top scholar event – yielded 20% increase ○ There was a 30% increase in matriculated students after sending out handwritten notes to admits ○ Of the 25 notes already sent to alumni teachers, 2 submitted JCS. 1 of those 2 JCS students was admitted and the note was from Ryan Hollister. ○ “Enrollment Timeline Placemat” available, along with smaller (half-size) fact sheet for use at College Fairs. ○ JCS Promotion - Cindy will have an email this summer. Please re-share. ○ There is a parent Facebook page for current students’ families to help answer questions for prospective families. ○ “Juniata Conversations” program/page which Cindy runs. Steph Krug '03 signed up for many (as pilot alumna). Her picture appears online. If interested in doing too, email Cindy with your availability and geographic location. ○ Katie passed out list of Enrollment events. ○ Extra cards are available to write. Ask Cindy. 	



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		<ul style="list-style-type: none"> ○ NACAC’s Code of Ethics updated. It is no longer unethical to contact students who commit to (or attend) another college to try to recruit them. ● Development – Esther (Phillips) Clark ’72** <ul style="list-style-type: none"> ○ Council (as a whole) wrote notes to 5 people each for donations. We had a 24% return. ○ Committee wrote 25 additional notes each (150) sent separately we got a 14% return. ○ Only 3 committee members attended this meeting (Esther, David Christopher and Christopher Bair). They each emailed 25 people (seeking donations) ○ There are notes still being written to support Development and Stewardship. Thank you! ● Communication – Marty (Utts) Jones ’67 <ul style="list-style-type: none"> ○ Their Committee - general sharing plus 3 areas: ○ Once you leave Alumni Council, you become an Emeriti Council member. <ul style="list-style-type: none"> ▪ Many stay active and want information ▪ Committee creates one-page Emeriti Newsletter after each meeting to share Council news and general JC stories. ○ The committee is working on promoting summer camps. Please promote them too. There are various types of camps. Brochures available. Spreading the word DOES eventually help the new student pipeline. Please continue this work. ○ Committee and Council in general will support with sharing Juniata stories via eNewsletter that Luke sends to committee. I will send to Council, Chris will send to Emeriti. <p>**Esther Clark read a hand-written thank you from Tammy Stuber to Council for staffing Career Day Network table.</p>	
3:45 PM	Adjournment	<ul style="list-style-type: none"> ● Sarah Fisher motioned to adjourn meeting. ● Russ Miller seconded. All approved. 	

Fun Quotes from the Meeting:

- “Jigar said to hit it hard”
- “It’s a Juniata pen, I expect to get it back”
- “As a member of class of ’84, I was told, ‘look to the left of you, look to the right of you, only one of you is going to graduate,’ and that’s when I felt bad for the people on either side of me!” (Lauren Bowen, Provost sharing a story from her undergraduate experience at OSU.)
- “A real upper” (David’s comment right after the training video)
- “No longer can we blame JC printers for not having our work in on time,” class of 2020
- “Next year, Ryan will be writing all of the notes for enrollment”
- “Is it the enrollment committee or is it the communication committee?”