



Alumni Council Meeting Minutes February 25, 2023

Meeting Attendance

Those in attendance indicated in bold

Council Members	Staff and Faculty
Kesha Baptiste-Roberts '99 Nancy (Baxter) Belunis '82 Eric Biddle '82 Fatima Bunafoor '15 Cynthia "Cindy" (Gilbert) Clarke '76 Clayton "Clay" Cooper '13 Valerie "Val" Deraville '12 Brian Dietrich '02 Robert "Teke" Drummond '94 Jack Follweiler '82 Michael "Mike" Ford '82 Gretta Gross '92 John Hill III '12 Michael "Mike" Kenawell '99 Randy Kochel '79 Jessica "Jess" Long '05 Diane Nguyen '14 Kweku "Kwe" Parker '16, g '17 Travis Paul '08 Melissa (Iezzi) Romanelli '87 g'21 Michelle Schoonmaker '06 Robert "Rob" Strauss '13 Carol (Eichelberger) Van Horn '79 Carol Ann "Carol" (Redzensky) Wheeler '91	Bekah Ford '19 , Assistant Director of Career Dev./Alumni Engmnt. Greta Hall , Director of Annual Giving Xander Mansberger '20, Assistant Director of Annual Giving David Meadows '98 , Exec. Dir. of Career Dev./Alumni Engmnt. Jason Moran, Vice President for Enrollment Tammy Stuber , Assistant Director of Career Development Jim Troha, President Jim Watt , Vice President for Advancement Sierra Waite '21 , Alumni Engagement Coordinator
	Additional Participants
	Faculty Representative(s): Jim Tuten, Professor of History Katie (Hildebrand) Hoffman '01 , Assistant Professor of Education Student Representative(s): Mya Decker '23 , Student Government President Brandie Ray '23 , Senior Class President Nikole Koenig '23, Juniata Activities Board Co-President Russell Branton '23 , Student Alumni Association Executive Other Guests: Nicole "Nikki" (McLellan) Ayers '06 , Director of Athletic

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Time	Topic	Minutes	Related Attachments
9:07 AM	Call to Order / Welcome; Review of Agenda	<ul style="list-style-type: none"> • Michael Kenawell '99 <ul style="list-style-type: none"> ○ The meeting was called to order. Mr. Kenawell welcomed new Council members and asked for a brief introduction. 	
9:10 AM	Approval of Oct Meeting Minutes	<ul style="list-style-type: none"> • Michael Kenawell '99 asked Council to review the minutes and called for a motion to accept as presented. • Motion by Teke Drummond; seconded by Mike Ford • Approved by all Council members 	
9:11 AM	Opening Remarks	<ul style="list-style-type: none"> • Mike Kenawell '99 	



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<p style="text-align: center;">9:13 AM</p>	<p style="text-align: center;">Awards & Nominations Committee</p>	<ul style="list-style-type: none"> ○ Review of Council Purpose ● Mike Ford '82 <ul style="list-style-type: none"> ○ Welcome to new members ○ Thanks to Council members for their support of the Ford family during their medical challenges ○ Review of Alumni Award Recipients ○ Review of incoming Members-At-Large <ul style="list-style-type: none"> ▪ Has been a bit challenging – most honored by being considered, but just not good timing for some ▪ Still looking for a final member (TBD) ○ 3 nominees have been submitted to the Board of Trustees Governance Committee. To be finalized at April 2023 meeting <ul style="list-style-type: none"> ▪ All must be former members of Alumni Council ○ Motion by Randy Kochel to accept the Slate; seconded by Clay Cooper <ul style="list-style-type: none"> ▪ Approved by all Council members 	
<p style="text-align: center;">9:23 AM</p>	<p style="text-align: center;">Athletics @ Juniata</p>	<ul style="list-style-type: none"> ● Nikki (McLellan) Ayers '06, Director of Athletics <ul style="list-style-type: none"> ○ New AD; in role for 8 months ○ 22 out of 24 varsity sports are active in NCAA ○ Swimming Club transition – actively looking for a Head Coach <ul style="list-style-type: none"> ▪ Current swimmers were able to compete in Exhibition level and went to Landmark ○ Enrollment & Recruitment: <ul style="list-style-type: none"> ▪ Historically, 151 incoming recruits; 139 in 2022 ▪ Enrollment goal = 155-170 recruits ▪ 379 current athletes ▪ Athletic excellence matches academic excellence (goal). Program stability = roster stability ○ Student experience & Exit surveys for student athletes – surveys this year were performed in-person ○ Increased travel costs due to inflation / post-COVID ○ Currently has 22 direct reports ○ Facilities maintenance / upgrades – lacrosse netting and pool ○ Conducting assessments for personnel, budget, facilities, enrollment/retention & competitiveness ○ Focus on Student-Athlete Development – opportunities: <ul style="list-style-type: none"> ▪ Active in Special Olympics 	<p style="text-align: center;">Yes, PowerPoint presentation</p>



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		<ul style="list-style-type: none"> ▪ Morgans Message ▪ Invisible Opponent ○ Concentration on enrollment & recruitment <ul style="list-style-type: none"> ▪ Program stability = roster stability ▪ Growth opportunities for sports under or greatly under NCAA roster requirements ○ Current challenges: <ul style="list-style-type: none"> ▪ Improvement of department culture; was negative when new in role ▪ Coaching turn-over & program instability ▪ Athletics personnel leaving higher ed @ alarming rate ○ Opportunities: <ul style="list-style-type: none"> ▪ Exercise Science / Kinesiology & Sports Mgmt ▪ Modernized staff restructuring; newly hired coaches are engaged with renewed sense of energy ▪ Comprehensive health & wellness through recreational activities ○ Next Steps <ul style="list-style-type: none"> ▪ Impact report for year one ▪ Complete Athletics Strategic Plan ▪ Increase enrollment for struggling programs & provide necessary support ○ Questions <ul style="list-style-type: none"> ▪ Nancy Belunis – Exercise Kinesiology Program & opportunities for internships ▪ Randy Kochel – Community engagement / referee availability ▪ Clay Cooper – Community engagement to include older community ▪ Mike Ford – Inner Tube Water polo ▪ Teke Drummond – students recruiting back to their HS – fairly well establishes; including clubs / Athletic Training Program - currently below the staff level target ▪ John Hill – welcomes facilities upgrades; comments on the new football Head Coach ▪ Kwe Parker – Communication strategies / lessons learned, especially for the “struggling” programs; ex. – new turf field impact of football recruitment ▪ With “struggling” programs – opportunities for quick gains / improvements 	
10:10 AM	Trustee Comments	<ul style="list-style-type: none"> • Randy Kochel '79 (Liaison between Trustees & Alumni Council) 	



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		<ul style="list-style-type: none"> ○ Winter Mtg held in Feb (2 hrs) ○ Focus on March Day of Giving – increased participation (goal of 100%) ○ Upcoming graduation ○ Statton Learning Commons due to be completed in Fall ○ Residence hall improvements (esp AC) ○ Electrical charging stations available on campus ○ New Strategic Plan recently completed ○ Students – during COVID, had to learn to be alone; now struggle to be together. Emphasis on engagement ○ Possible sale of Patrick Lodge – donated in '84. State of disrepair that will take a lot of money to upgrade. More of a drain than an asset. <ul style="list-style-type: none"> ▪ A number of professors have used the facility ▪ Sparks Farm a consideration for replacement or greater use of Field Station ○ Middle States Committee process – first step is self-reporting to Committee, then there is a visit ○ EDI – Lavender Graduation (LGBTQ focus) ○ Current update <ul style="list-style-type: none"> ▪ Power outage impacting classes ▪ Escaped (armed) convict in the community ○ Jack Follweiler – question about Active Shooter preparedness ○ Kwe Parker – keeping Alumni informed on new restaurants / new things to do 	
10:25 AM	Faculty Comments	<ul style="list-style-type: none"> ● Katie Hildebrand '01, Asst Professor of Education <ul style="list-style-type: none"> ○ Liaison w/ Jim Tuten ○ Recently returned to Juniata as an educator; an alum ○ Focus on how professors can be advocates for students with special needs ○ Terrific students / diversity ○ Students are demanding and agents of change; community oriented, etc. ○ Students are vulnerable – impact of COVID on current & future students; their needs to be successful. Students have a lot going on and need a variety of supports ○ Academics – involvement of POEs; sports exercise, criminology, new grad programs ○ Mental Health - Glaeser Center for Counseling Services is very busy 	



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		<ul style="list-style-type: none"> ▪ Student survey on satisfaction w/ supports provided. ▪ Staffing of the Center – a little bit short compared to needs ○ Liberal Arts Symposium – encourages Undergrad research ○ Bailey Oratorical is coming up ○ Advocacy – in addition to supports provided, students strongly self-advocate ○ Questions <ul style="list-style-type: none"> ▪ Michelle Schoonmaker – change in the student / professor. Acknowledged by Katie ▪ Randy Kochel – <ul style="list-style-type: none"> • Student group on retention of faculty. Focus on how to retain students • Personal experience where faculty has gone above & beyond ▪ Most of the classes have returned to in-person, but some students struggle w/ need for virtual option 	
10:45 AM	Break & Enrollment Note Writing Exercise	<ul style="list-style-type: none"> • Eric Biddle '82 <ul style="list-style-type: none"> ○ Explained the exercise and expectations 	
11:10 AM	Alumni Staff Comments	<ul style="list-style-type: none"> • David Meadows '98, Executive Director of Career Development and Alumni Engagement <ul style="list-style-type: none"> ○ N/A • Tammy Stuber, Assistant Director of Career Development <ul style="list-style-type: none"> ○ Provided a handout of the Spring schedule – opportunities for Alumni participation ○ Career Chats have been very popular – careers in health care / pharmaceutical companies ○ Drop-in resume review (12 reviewers including alums and from the community) ○ Careers in Communication event in March ○ Health Professions Networking event coming up ○ Etiquette Dinner in April ○ Clothing Closet could use donations ○ Questions related social presence on-line • Beka Ford '19 <ul style="list-style-type: none"> ○ In role for 3 months ○ Involvement w/ events (Alumni Weekend) ○ Slowly returning to in-person events (post-COVID) ○ Working on Admitted Student events in conjunction w/ Enrollment ○ Open to ideas from alums 	Yes, PowerPoint presentation



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		<ul style="list-style-type: none"> • Sierra Waite '21, Assistant Director of Alumni Engagement and Career Development <ul style="list-style-type: none"> ○ Alumni Weekend planning ○ Homecoming Weekend planning ○ Volunteerism: 504 alums who have participated in some way so far this fiscal year 	
11:35 AM	Time w/ Student Reps	<ul style="list-style-type: none"> • Mya Decker '23, Student Gov't President <ul style="list-style-type: none"> ○ Juniata Activities Board ○ Madrigal Dinner Chair ○ 63 active members ○ Focus on accessibility issues on campus (have a 25-page report about ready for submission) ○ Small Business Passport – community engagement supporting local businesses who in turn support the college ○ Working on Title 9 – deep review of policy / reporting; institutional change ○ Focuses on mental health / advocacy ○ JAB update – <ul style="list-style-type: none"> ▪ Changes to Madrigal (location) ▪ Mountain Day ▪ Focus on calm / restorative activities • Brandie Ray '23, Senior Class President <ul style="list-style-type: none"> ○ Pre-med track ○ Overview of the past 4 yrs.: <ul style="list-style-type: none"> ▪ Gen Ed Curriculum Changes <ul style="list-style-type: none"> • Waivers for '23 & '24 (up to 6 credits) • Decreased approval requirements; retroactive approvals; improved advisor communications ▪ Mental Health Awareness Week <ul style="list-style-type: none"> • Glaeser Endowment • Seniors excused from one day of class (April timeframe) • In '24, Spring Mental Health Day • Nikole Koenig '23, Juniata Activities Board Co-President <ul style="list-style-type: none"> ○ Absent due to prep for upcoming lacrosse match • Russell Branton '23, Student Alumni Assoc Executive Committee <ul style="list-style-type: none"> ○ Fostering connections between students & alums ○ Resume workshop ○ Career chats ○ Alumni Networking event ○ LinkedIn workshop • Questions 	Yes, PowerPoint presentation by Brandie



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		<ul style="list-style-type: none"> ○ Counseling Center is not set up for students that need more frequent services; another need is for counselors of color 	
12:15 PM	Lunch		
1:13 PM	Senior Leadership Comments	<ul style="list-style-type: none"> ● Jim Watt, VP of Advancement <ul style="list-style-type: none"> ○ What does Juniata do well? <ul style="list-style-type: none"> ▪ Academics ▪ Build relationships ▪ Networking ▪ Family atmosphere ▪ Study Abroad ▪ Trust / Safety ▪ Research / Science ○ What could Juniata do better? <ul style="list-style-type: none"> ▪ Focus on EDI ▪ Basic understanding of personal finance ▪ Per Josie (Jim's daughter) – Young Jim used to look Amish ○ Student Recruitment <ul style="list-style-type: none"> ▪ More in-person recruitment ▪ Staff turnover is down ▪ Academic programs – interest in new programs ▪ Leveraging financial aid & scholarships ▪ Reclaiming the Central PA market ▪ Encourage Council members to send a thank you email to admissions staff ○ Next Campaign <ul style="list-style-type: none"> ▪ 32% of our budget is philanthropy. About every \$1 spent raises about \$5.07 ▪ What should the college know? <ul style="list-style-type: none"> ● More people are involved, the more people give ● Charitable giving = charitable living ● Nonprofit support correlates volunteering to giving ▪ Current loss per student is \$11K (unfunded investment) ▪ How to make up the loss: <ul style="list-style-type: none"> ▪ Endowment ▪ Diversified revenue ▪ Philanthropy 	Yes, PowerPoint presentation
2:04 PM	Council Goals & Scorecard	<ul style="list-style-type: none"> ● Mike Kenawell '99 <ul style="list-style-type: none"> ○ Enrollment <ul style="list-style-type: none"> ▪ Scholarship referral – Goal = 70%; @ 50% 	Yes, PowerPoint presentation



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		<ul style="list-style-type: none"> ▪ Notes to parents of accepted students (84%) ▪ Notes to deposited students (50%) ▪ Recruitment of HS Directors or coaches (17%) ▪ Repost or like Juniata news (100%) ▪ Participation in additional enrollment activities (20%) ○ Development <ul style="list-style-type: none"> ▪ Work on converting 50% of 134 former Council members who haven't given in FY23 yet (60%) ▪ Data review / cleanup of class rosters (100%) ▪ ID class members / team to create giving challenges (20%) ▪ Development of videos (100%) ▪ Find Class Fund Agents for '83, '85, 2015-2021 (60%) ○ Career <ul style="list-style-type: none"> ▪ Cultivate "Career Chat" presenters list (83%) ▪ Thank you notes to alums who participated in Career Day – to be completed as part of Winter mtg activity ▪ Cultivate recruiters / employers for future career fairs (67%) ○ All Council Goals <ul style="list-style-type: none"> ▪ Submitted nominations for Alumni Council member or Alumni Awards (6%) ▪ Submit at least one Juniata Community Scholarship (39%) ▪ Card writing to deposited students – Winter mtg activity ▪ Participation in one other Juniata activity (83%) ▪ Participation in one Career Development event or activity (100%) ▪ Participation in one Development activity (100%) 	
2:35 PM	Committee Breakout Sessions		
3:05 PM	Committee Reports	<ul style="list-style-type: none"> • Enrollment Committee – Eric Biddle '82 <ul style="list-style-type: none"> ○ Thanks for the work on the card writing ○ Met w/ Grace Cook-Huffman - Admissions ○ New graduate programs / existing are doing quite well 	



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		<ul style="list-style-type: none"> • Career Committee – Jack Follweiler '82 on behalf of Gretta Gross '92 <ul style="list-style-type: none"> ○ Completion of thank you notes to alums who participated in Career Day ○ Continue to work on keeping “Career Chat” speakers list and employers for future Career Days up-to-date • Development Committee –Travis Paul '08 <ul style="list-style-type: none"> ○ Reminder that fiscal yr. runs to end of May 31 ○ Need class fund agents for '83, '85, and '15 and forward ○ 130 former Alumni Council members who have not donated yet ○ March 1st Day of Giving <ul style="list-style-type: none"> ▪ Recognized Nancy Belunis has a challenge ▪ \$325K challenges ▪ Target for donations from all 50 states ○ Group call on April 3rd @ 8 PM • David reviewed the MyJuniata website – way to review your past giving levels and timing • Gretta Hall – review of the Day of Giving website / how to donate 	
3:30 PM	Adjournment	<ul style="list-style-type: none"> • Mike Kenawell '99, President <ul style="list-style-type: none"> ○ Reminder to keep working toward goals ○ Next meeting June 9th ○ Still working on the last At-Large member – resolved to completion by email vote in April 	