

## **Juniata Alumni Council Meeting Minutes**

February 25, 2012

Sill Boardroom, von Liebig Building

### **Alumni Present:**

Joanna Acri '04  
Christopher Bair '92  
JoAnn Bowman '75  
Carole Calhoun '60  
Katie Charles '05  
Geoff Clarke '75  
Brad Haubert '93  
Jennifer Jones '07  
Frank Pote '73  
Justin Reiter '02  
Ron Seiler '77  
Parisha Shah '01  
Kelli Sheesley '98  
Mandi Walls '99  
Andy Zimmerman '86  
Christine Zlupko '99

### **Alumni Not Present:**

Chris Gahagan '94  
John Batchelor '69  
William Chew '64  
Sarah Fisher '75  
Heather Lecrone '09  
Scott O'Neill '80  
Jeff Rush '84  
Bill Rys '96

### **Staff and Faculty Present:**

Gabe Welsh, VP Advancement  
Jennifer Streb '93, Art History  
David Meadows '98, Alumni Office Director  
Katie Dickey '97, Alumni Office  
Christina Miller '01, Alumni Office  
Evelyn Pembroke, Alumni Office

### **Students Present:**

Valerie Deraville '12, Senior class President  
Katie Graves '12, Juniata Activities Board  
David Grim '12, Student Government President  
Libby Morrison '12, Student Alumni Association

## **1. Call to Order**

Parisha Shah, Alumni Council President, called the meeting to order. She reminded councilmembers that the purpose of meeting was to get “insider information”, but not “secrets”, and our job is to pass the information on to other alumni and potential students.

In the Fall meeting and minutes, we set council-wide goals which are truly in line with goals of Alumni Office and Development Office. The Career Fair yesterday (Friday, February 24, 2012) was a record success, and on the 6 pm local news last night. Parisha reminded us we set a goal of 100 % giving among the council, and we currently have 60% participation. We’d like to reach 100% participation by the end of FY 11/12 – before June 1, 2012.

Parisha asked us to be good representatives at regional Juniata events, and to tell Evelyn if you need nametags and business cards if you’re out or lost them.

Parisha asked if Council could approve the September meeting minutes.

Brad Haubert moved to amend Minute 2.c for the new President to be on board from the incorrect 2012 to the correct date 2013, then moved to approve the minutes. Frank Pote seconded.

## **2. Comments – Gabe Welsh**

- A. **Career Day** – It was a moment when you see it all come together. Gabe participated and talked with lots of people, helped link students with employers, commenting that Juniata’s administration know our students and can do that. Some students got intensive interviews yesterday. Skeptical employers were very impressed by our students – they didn’t have the volume of students other places have, but the students were well prepared. What Gabe noticed was how many alumni were there both representing their employers or volunteering; as well as the number of faculty, 110 employers, and 500 well dressed and prepared students who participated. Career Services really helped prepare students. Gabe reminded us that Juniata officially merged Career Services with Development in the last year, which has a lot of benefits and synchronicity for events like Career Day.
- B. **Regional Alumni Groups** – Pittsburgh has come up with a regional leadership team after last weekend’s Trustee and Presidential Reception Event; and there are seed groups in Ohio and other regions. These regional groups are very good at keeping JC alumni connected to each other and the school.
- C. **Recruitment Gold Cards** – Juniata has received 380 gold cards for high school seniors so far. At this rate, JC projects that 1/3 of a class will soon come from the gold card source. This is an important message to keep getting out there to alumni: alumni can make a huge difference to the college in this way. The Parents program is also now mirroring Alumni council with a blue “Parents

Pride” recruitment card. Juniata has received some 40 blue cards from them, and the students parents recruited are applying at a 50% rate. Juniata has more applications than ever this year. However, not surprisingly because of decreasing demographics, applications are down from our base of central Pennsylvania, and it is increasingly important to look outside of traditional recruitment areas.

- D. **Homecoming** – it was a hit, especially the balloon man! Alumni have really helped JC make things a success.
- E. **Fundraising** – Juniata is on the way to having perhaps the best year yet... alumni are a good base and their involvement is an important factor to winning grants and to discerning parents who are kicking the tires, asking questions about alumni. All you Alumni give us staff ideas and help us be our best; we ask you to continue the flow of your ideas into the virtual suggestion box.
- F. **Stories:** Juniata Roadtrip with ILESCO. We have partnered with an advertising firm to do an advertising study in suburban Philadelphia where we recruit well, as well as in a New Jersey area where recruitment is more difficult. This study is a comparative marketing advertising event on who we are at Juniata. Depending on how it is received, it will help how we approach many of our recruitment regions in the future.
- G. **Professor Jim Bogardt** – Gabe highlighted a new bit of information that Juniata just received. Professor Bogardt is a physicist studying nuclear proliferation. He applied for annual prestigious research stipend, and was told only R-1 (large or Ivy) schools ever receive these awards. Professor Bogardt made a case on why a small liberal arts college should also be considered, and convinced them enough for a second interview. We just learned he got first liberal college school research award ever! Quite a feat.

### 3. Faculty Comments – Jennifer Streb '93

- A. **Dr. Streb is a new Faculty member of Alumni Council.**  
She introduced herself as a Juniata alumnus, an art history PhD since 95. She made a plug for the Student art exhibition open at the Museum until 4pm – and asked us to please try to see it!
- B. **Career Fair.** Dr. Streb commented that many students were gone from class yesterday; she is glad they were likely at Career Fair!
- C. **Middle States Academic Assessment.** Assistant Provost Cathy Prescott is leading 8 working groups involving nearly 1/3 of faculty in the academic assessment effort at Juniata. The working groups have been collecting data on mission goals; administration and governance; faculty demands; institutional needs; and so forth. The working groups will issue their reports after spring break.

Pat Weaver will take all individual working group reports and combine them into one document ready to submit in the Fall.

- D. Presidential Search.** There is a buzz among faculty with three changes about to occur in the top administration. In late January, open forums were held to address the process and concerns, and faculty gave good feedback. The Forum Participant consensus was that people want someone who can raise money, think creatively, and fits well with the institution.
- E. Scholarship of Teaching & Learning Center.** The center is active; their biweekly brown bag sessions are well-attended. Other SoTL groups – community for teaching and learning Last Fall a group worked on teaching portfolios. How Learning Works is a book Professors are reading, which addressing how to motivate students and help them to learn. Professor Streb is in a Junior Faculty group who assemble to talk as a peer group about common interests – professional development, writing grants, etc. This group wants the Alumni Office to come to a meeting and present how faculty can help the Alumni Office.
- F. Faculty Searches.** Searches are ongoing in many departments, and there seems to be a good applicant pool for the searches. The Junior Faculty group will become even more important as an orientation for new faculty joining Juniata soon.
- G. Faculty Accomplishments.** Dr. Streb thought Alumni might be interested in the faculty accomplishments announced by the Provost at the February 1, faculty meeting to get a flavor of academic activity going on among the faculty:
- Dr. Richard Hark has recently had two papers accepted for publication. The first, in the *International Journal of Mass Spectr.* is the culmination of a project begun in his first year at Juniata. It was done with alumnus Aaron Amick (now a professor of chemistry at Washington College in Maryland), JC student Katie Houston and two of Aaron's students. The second paper has two JC undergraduate co-authors, Ian Potter and Sam Bristol and is in *Applied Optics*.
  - Dr. Henry Thurston Griswold had an article published in the proceedings of the 38<sup>th</sup> Conference of the International Institute of Ibero-American Literature. The translated title is "The torture of the Victim and of the Victimizer in *Final Silence*," a novel by Guatemalan writer Ronald Flores.
  - Dr. Dennis Plane, working with Joseph Gershenstron, published a chapter in an edited volume published by Princeton University Press. It is "An Alternative Measure of Political Trust: Reconciling Theory and Practice," and appears in *Improving Public Opinion Surveys: Interdisciplinary Innovation and the American National Election Studies*.
  - Dr. Kim Roth attended joint mathematics meetings in Boston as a Project NExT (new experiences in teaching) consultant, co-ran the Project NExT/YMN Poster Session and started her term as Treasurer of the Special Interest Group of the Mathematical Association of America on Statistics Education.
  - Dr. Polly Walker co-edited a two volume work, *Acting Together: Performance and the Creative Transformation of Conflict* was officially published the day after she did her book-end seminar at Juniata on the topic.
  - Dr. Vince Buonaccorsi was one of about 30 scientists invited to join an HHMI (Howard Hughes Medical Institute) Bioinformatics Workshop for Student-Scientist Research Partnerships.
  - Dr. Jay Hosler's latest look, **Evolution: The Story of Life on Earth**, has been selected for the **Great Graphic Novels of 2012** list put out by the American Library Association. The book was

also a Junior Library Guild Selection on the Texas Library Association's **Maverick Graphic Novel Reading List** and on New Scientist's **Popular Science Books to put on your Christmas List**.

- Drs. Peter Baran, Matt Beaky and Richard Hark each received grants from the II-VI Foundation to support student summer research. The Foundation is also supporting the Science Summer Splash Camp which brings about 180 middle school science students to campus in the summer.
- H. **Questions.** Ron Siler asked what Faculty thought about the email they received from the Alumni Office to get on Juniata Connect. Dr. Streb has not heard yet, but will follow up and let us know.

Frank Pote asked if Juniata is seeing good Faculty applicants for the open jobs. Dr. Streb did not know, but the student Valerie Deraville who was present also works in Juniata's Human Resources department, and reports that they are getting a big volume of applicants, particularly for the science and theatre positions. The sociology and other positions have a smaller pool, but a great quality of applicants. Parisha recounted that she heard that competition for the open biology positions is fierce, and that people DO want to come to Juniata. Its remoteness does not seem to be a major issue, maybe even a plus.

#### **4. Trustee Comments – Geoff Clarke '75**

Geoff stated that it was great to be part of a winning leadership team and successful Career Fair! He saw Ron Seiler talk with 80 students yesterday from 11-3. Amazing!

**A. Trustee Recruitment.** There is a full complement of trustees right now, with eight new members, including ex-Alumni President Bruce Moyer and new Alumni Trustee Carole Calhoun. The Trustee Executives had a meeting in Pittsburgh last weekend, and stayed to attend President Kepple's reception with Pittsburgh alumni, a very nice evening with good attendance.

**B. 2011 Fiscal Year Budget.**

This fiscal year is on target with contingency fund as our comparison measure with our budget.

**C. 2013 Fiscal Year Budget.**

There is a challenging year coming up and budgeting is under way. Juniata's largest class is graduating and leaving an income gap, and the college's debt service is increasing, so it will be a tight year in 2013.

**D. Projects**

- The grant-funded Kennedy Solar roof project on hold, awaiting an IRS ruling regarding Tax Credits.
- The Class of 2011 clock is installed and looks really good.
- Dale Wing. Math offices' expected completion is August 2012. Movement of the Math offices will create a better environment for the Campus Tech Services and the main lab area will become a student space and a dining facility.

- Ellis Hall. Mailbox area renovation will be complete in Aug. 2012. Old mailboxes will be for sale, want one? Start saving up.
- Turf at Knox Stadium to be complete in August 2012, important for Field Hockey, Football, and Intramurals. Funding is from gifts and fundraising.
- Brumbaugh Academic Center is in the planning stage for upgrades.
- Kennedy Locker Room upgrade will be completed over the next 12-18 months.
- Baker Refectory is in the planning stage for a major upgrade to dining facilities, working with SODEXO.
- New Residence Hall is in the planning stage; no location yet determined. It will have single rooms and apartment-type living.
- Internet Throughput (bandwidth) increase is complete.
- Sustainable Revolving Fund established for state of the art, high rate of return energy projects on campus.
- Huntingdon Access! There are now two signs on I-99 that say Huntingdon exit here. President Kepple pushed for this and got it done. Now we need to get a sign added for Juniata!

#### **E. Education and Student Life**

- Middle States Process is under way. This process occurs every 10 years and is the process of accreditation for the college.
- NSSE, National Survey of Student Engagement, occurs every 3 years. Juniata rates in the top 10% nationally for level of academic challenge and supportive campus environment.
- Community Service Juniata has logged over 700 hours in 2010 and 2011 in fundraisers such as JC Blair, Rockhill Trolley, Big Brothers, and Habitat. These are all important Town-Gown efforts.
- Masters program in accounting continues development to be online in fall 2012.

#### **F. Enrollment.**

Last year our enrollment of 389 fell short of target, but this year's 430 target looks achievable, as we have the largest number of applications and acceptances at this point ever, and deposits are ahead of the last four years. There are more students recruited from new geographic areas, less from central Pennsylvania. There is strong recruitment in the biology and health arenas, but we are still lagging in environmental and exploratory subjects.

Chris Bair asked how many students we have to target to reach 430. Geoff replied that it is a complex formula and hard to explain, but having a football coach in place is really helping Juniata's recruitment efforts.

### **5. Presidential Search – Frank Pote '73**

Frank, Past President, is on the Presidential Search Committee made up of 3 faculty, 2 staff, 4 trustees, 1 alumni (Frank), and 1 student on this multi-dimensional task force. Juniata has hired Dr. Stan Hales of Academic Search, as a consultant to help the process.

He was on campus in January for several days, and met with representatives, held forums, and talked with 200 individual participants to address Presidential concerns. Juniata is losing its top 3 administrators, not just 1. But it can be positive to put in a whole new leadership team. Current Business Manager Hille has pointed out the challenges to recruit experienced administrators to Juniata, but a lot of people see the opportunities here. The Search Committee is in its very early stage of the search. There are additional upcoming focus groups and meetings, and the timeline calls for receiving applications and interviewing in Fall 2012. The plan is to announce a new President in the beginning of 2013.

Frank, representing alumni, sees challenges in how to get alumni involved about the process. A Presidential Search Page is going up on Juniata.edu, and he welcomes any thoughts we have for alumni input and improvements.

Brad Haubert questions: What about “digital learning” going forward, and what that might mean to a physical campus? Isn’t that a big concern with such easy course and information access online now? Frank said it was a good question, and the task force wants everyone to feel they have open input to a transparent process.

Jennifer Jones asked what trends are noticed, and where will this information come from? Frank indicated everything is open since the task force is trying to define the presidential search specifications and expectations right now.

Jeff Clark indicated the challenge is the non-connected alumni and how to reach them. Frank is wrestling with this. Alumni Council can really be of help with this. We might have to make telephone calls, etc.

David Meadows said that alumni want to know how to submit names for consideration. He told them it will be posted on Juniata website, which will be a vehicle for people to submit suggestions.

## **6. Alumni Office Comments**

Before Parisha called on the Alumni Office staff for their reports, she thanked them for the tremendous amount of time they all put in leading up to the successful Career Fair, Alumni Council and Senior Dinner weekend! We are all grateful.

### **6a. Katie Dickey ’97 – Alumni Weekend**

**Alumni Weekend 2011** went well, thanks to Evelyn’s help and well-practiced system. Staff are already thinking about next year!

**Alumni Weekend 2012.** The draft Alumni Weekend brochure is hot off the press. It will be the final Alumni Weekend for Juniata’s departing three top administrators, so there will be a reception in their honor. Tom Kepple will speak about his tenure and his hopes for Juniata. There will be a larger amount of Alumni college classes offered. A

new class will be offered by Sarah Clarkson --a book discussion on Juniata's summer read selection. There are many alumni offering classes, including Brad Haubert's class on Juniata Connect.

There is a planned Ceramics Reunion – Bethany Benson and Jack Troy will invite and celebrate ceramics alumni. They will have ceramics demonstrations, and honor Bethany's work that will be in Juniata's museum over summer. This will target a new alumni group and provide a new opportunity to come back to Campus Hill and the Ceramics Studio!

### **Alumni Weekend 2012**

Please email Katie when we get our Alumni Weekend brochure in the mail; she wants to see how long it takes us to receive bulk mail. Evelyn will send us an email to register... remember to sign up early!!

The office is doing a big marketing push, so help create buzz about the weekend – forward the event emails, “like” facebook posts, etc.

Question from Jennifer Jones: Does the Alumni Council meet on Alumni Weekend as well? Katie/David and Parisha answered yes, Council will meet that weekend on Friday 1-4 pm. The traditional Saturday morning meeting is deleted this year, allowing Council members to participate in and volunteer for Alumni Weekend activities. We will do all required Council activities on Friday evening.

Carole Calhoun reminded the Council members to attend the Alumni Awards Assembly on Saturday morning. It is so uplifting to see what our alumni peers have accomplished in all areas, and important to attend!

### **6b. Christine Miller '01 Regional Club Events, Juniata Connect**

Christine reported on the three last regional alumni events:

- Pittsburgh President's Reception in February - 70 people attended, half from the Pittsburg area, and several joined the Pittsburg leadership group. With Jennifer Jones and Justin Reiter as leaders, the leadership group will succeed this time!! They have 3 events in the works: a Haufbrau House Happy Hour, a Pirates Game and a winery tour.
- Delaware Group - The group just completed their Camp out for Hunger – providing PhilAbundance with 564 pounds of food!
- JCDC Club's Habitat for Humanity – 18 diverse-aged people including 5 students, 1 staff and 1 parent participated, and raised \$1,800, \$600 above the target. Christine showed a video of several alumni working at the Habitat event and having fun with baseboards and caulk! Keep students and parents involved in these events too...they are part of network as well!

Ron Seiler questioned if regional groups should put together an event around getting input or reporting on the Presidential Search? The Farewell tours focus on Tom, so it might be good to do something separate about the status of the search for a new president.

#### **6c. David Meadows '98, Alumni Office Director:**

First, David said he loved seeing alumni and students mingling yesterday –like at career fair and the wine and cheese reception. It is a culmination of effort that makes it all worthwhile for him!

**Update on Farewell Tour for President Kepple.** David indicated Juniata has a list of people the President needs to see to say thank you, through individual visits, small group dinners, and by invitation-only events like the one in Pittsburgh, in conjunction with a Trustee meeting. There has been good energy at events, which are a celebration of Tom's accomplishments and those people's involvement – and encouragement to stay involved! Most are open invitation events, and we are seeing various interesting outcomes at each of these events.

The Tour started in Chicago, where they had 31 people, including an exchange student and young alumni too! Many generations come together and start connecting. One outcome of this event was that an '07 alumnus present offered student internships at JC Morgan Chase.

A Southern California event was held at Bruce Davis' (alumnus and former JC professor) residence. One person handed over a check!

A Naples, Florida event was held at Pheasant's (trustee) home. A young alumna who is a teacher took a stack of gold cards for recruiting at her high school!

We already mentioned that one outcome of the Pittsburgh event was that a regional leadership group came together.

The upcoming events are Central Pennsylvania and Denver in March, New York City in April, then to Germany, the Church of the Brethren annual conference, several other cities in the fall, and the Tour close in DC next February in conjunction with a trustee meeting.

Truly an honor to work with all of you!!

David promised to send out the link to the Career Fair on-line news report, which is [here](#).

#### **7. Senior Class President Comments – Valerie Deraville '12**

Valerie thanked the Alumni Council for coming to the wine and cheese reception.

She said the next senior event was tonight (Feb 25), the Senior Class Dinner.

The senior class gift has been chosen and includes three components: updating the emblem outside Halbritter; making a picnic area behind Cloister; and spelling out Juniata in shrubs on Juniata's turf field.

Valerie reported that six seniors are Fulbright finalists, as reported in the Juniatian, the most ever

The senior officers are now recruiting participants for Senior Week activities such as Movie Night, and a Celebrity Bartender fundraiser, where faculty serves students!

### **8. Juniata Activity Board (JAB) Comments – Katie Graves '12**

Katie ran through the major JAB events:

Friday night live – JAB brings in performers in Baker at 10pm for entertainment. There has been good success with this.

Major Event on March 24: New genre of music concert: Chris Webbe and Dean's List.

May Day Brunch/Day of Reading – JAB recognizes students of each class with outstanding accomplishments

Up and Out Committee – The goal of this committee is to do more events beyond traditional events. They have sponsored random monthly events like Casino Night.

Five students are going to the APCA Conference on March 31 to book upcoming performers for Juniata - the Homecoming Event staff said to keep their eyes open for Homecoming performers as well.

### **9. Student Government President comments – David Grim '12**

David started by thanking many of the alumni for helping him personally with career leads! He followed up from the last Juniata meeting, saying "Brad, I'm now on Juniata Connect!"

Logo. David reported on an initiative to develop a new student government logo to help increase participation. They have asked marketing students and IT students to sketch logo ideas. Faculty council member Jennifer Streb told him to include her art students in the logo contest as well!

Transparency initiative. SGA is putting their meeting agenda online the day of meeting, and are posting minutes of the meeting the following day.

Student Voting Process. SGA has updated the voting process. Their constitution was changed last year requiring more voting clickers. However, SGA has found a way to vote online and to save on voting clicker purchases as a result!

Presidential Search. The Search consultant came to a Student Government meeting forum...a good discussion with questions and comments. Students indicated several things they wanted in the new President: Kepple's ability to remember student's names, and campus tours he would come out of his office to meet, sense of community niceness, "a Kepple clone", fundraising ability, not a person using this as a stepping stone to another job, and ability to increase the diversity in students and administration:

Club Finance Allocation Process. SGA is working on a rubric reevaluation of how finances are allocated to campus clubs.

Principles of Lifestyle. freshmen will represent the lifestyle upgrade  
There have been a few bouts of violence on campus during last few weeks (one regarding sexual orientation, another a brawl). SGA is working with the Deans office to come up with a lifestyle pledge for students to sign, and produce something during Genocide Week addressing violence here on campus. The student body is really upset about these events and wants to help address it.

SGA Constitutional amendments. The ethics committee is working on these.

All Class Night will be held in early April . It has been re-structured to try to get more involvement, and will be more of an "All-Club Night". It is now open, with cash incentives, to all clubs on campus. It will be a video production only, not live – allowing for a preview for appropriateness. SGA is also working on an Open Forum with President and Deans Office, with open QA.

Exec Board Budget Spending. SGA is considering to start a scholarship.

## **10. Student Alumni Association (SAA) – Libby Morrison '12**

Libby reviewed activities the SAA has been involved with.

Homecoming. 1,380 total registrants 3% more registered, 7% more attended in 2011 than 2010. Over the last two years, there has been a great increase in part due to student involvement and activities as well. 703 students participated, and we held a class competition, scavenger hunt, and a comedian performance. We advertised these events to students online and through posters, and got good attendance.

Career Day – SAA students helped worked on planning and implementation.

Wine and Cheese – 131 attendees, biggest ever!

Senior Dinner – SAA planned the theme “The Journey Continues”, buys and puts up decorations, liaises with seniors on their class video presentation, provides a Juniata glass as a senior class gift, and conducts a lot of publicity for the dinner.

Libby emphasized that SAA students are interested in networking with alumni, and in the fun activities they are involved with!

Council President Parisha thanked all the students for participation in our meeting all morning, and for all they do on campus and with alumni.

## **11. Awards & Nominating Committee, Approval of Slate – Frank Pote '73**

Frank reported that the Committee is charged each year with identifying three nominees for alumni trustee, awardees for the June Alumni awards program, and the alumni council slate for the next year. The committee has completed these activities for this year. In April, the administration and trustees will select an alumni trustee from those nominated. The selected 2012 award recipients are great and are listed on the green sheet in the Alumni packet.

To summarize them, the alumni council will be giving Achievement Awards to a senior respected radiologist and oncologist and a young nursing teacher at Indiana University known for health behavior surveys, and conducting health research in Nigeria. The Humanitarian award will go to an alumnus who started Operation Troop Appreciation, one of the first organizations to solicit care packages for troops, personally recognized by President Bush. The Service award will go to the couple Tim and Kathy Statton, intimately involved at JC over a long period of time.

Frank asked us to review the Incoming Members-at-Large slate and vote on them. Ron Seiler moved to approve them, Carole Calhoun seconded, and all approved them unanimously. They are:

Vice President: Brad Haubert '93  
Members-at-Large  
Sara Davis Bowen '01  
Christie Brown '92  
Jack Carton '73  
Chris Collins '84  
Mark Francischetti '76  
Lynne Smires Gale '72  
Heather Lecrone '09

## **Morning Wrap-up**

President Parisha thanked Frank for stepping up to fill the Past President role and A&N Committee this year. She asked us to sign thank you cards to Professor Donaldson and Shelley for their 6 years of service, as both did a double tour. We will recognize them in

June with a gift when we do the same for outgoing council members. She dismissed all for lunch, reminding us that we will meet in committees after lunch, and the A&N committee will meet during lunch.

## **12. Committee Report-outs**

### **12.a Enrollment – Kelli Sheesley '98**

Kelli reported that the Council goal was 100% Gold card participation, and we're not there yet, so we should look for ways to get our Gold cards in! She indicated that the committee thought that people are a little confused with the gold card, and that the Enrollment office should package it a bit differently and by decade. They also recommended adding Q/R codes in the brochure so cards could be filled out right on your telephones, and consider having JC students create an app for the gold card to use right off the phone. The committee recommended keeping hard copy cards in doctor offices, car glove compartments, and other places of easy access. For incoming freshman, try to personalize their application experience through a teacher who influenced them at high school. There is an electronic gold card application online under "ways to volunteer". The committee recommends improving a calendar of events for volunteers to help at recruitment fairs and help follow up with students to keep them on timeline.

### **12.b Communications – Brad Haubert '93**

The committee goal for the year is to increase membership on Connect by 25%, and they are already up 45%! The committee has worked closely to reach out to constituents through the alumni and has done a fantastic job. Juniata.edu now has Juniata Connect on the website, and the committee is now pushing faculty to sign up.

The committee goals for June are to:

- continue advertising, try to increase from 880 to 1,000 members by June
- start considering what content to put on the sight
- get students and juniors to sign up on Connect
- begin getting some groups active on Connect, like these we thought of:
  - a career day one – video
  - presidential search
  - Kepple Farewell comment group
  - Alumni Weekend/Key reunion years
  - regional groups on Connect
  - Young alumni achievement award
  - Accepted student group on-line
  - Training on how to use Connect - wiki groups
  - Case Studies – how I made a contact at Career Day
  - Blog by student

### **12c. Career Programs – JoAnn Bowman '75**

The committee reviewed the success of Career Day:

- 105 employers attended, where the previous high was 65 employers.
- 39 companies had alumni representatives; 2/3 were non-alumni.

- Of the 70 non-alumni companies, many are newly participating firms.
- 13-14 Fortune 500 companies, increased from last year's 6.
- Logistical support, resource center, and alumni/staff helpers worked well.

A couple of suggested improvements:

- Another 1-2 alumni at the resource desk to help steer students to the right employers
- Resource desk should help prep students that not all employers will take CV on spot but will want them to submit it electronically through a recruitment system
- Arrange employers in a "maze" line so that employers in the back do not get missed, or find a way to get students to the more remote areas of the gym

The Career committee set a 2011-12 goal to get 100% council participation in calling Fortune 500 alumni to help get their employers to the JC Career fair, and got around 50% participation of council members on making calls, and several alumni council members represented their companies at the Fair. While the calls made did open the door to some new Fortune 500 HR contacts and there were more Fortune 500 employers at the career fair, since most of them were "cold calls", the committee thought there may be a better, more direct way for council members to recruit employers for the career fair, such as through their own alumni friends or regional professional contacts.

The committee and councilmembers also provided wine and cheese for and attended the Wine and Cheese Reception with Seniors after the career fair, one of the best attended (131 participants) receptions after Career Day yet.

Going forward towards June and the fall, the committee will:

- Reach out more to JC regional career committees and groups and encourage them to help with our council goals of jobs and internships, JCConnect registrations to help career development, and gold card recruitment.
- Look for ways to put career group information as content on JC Connect that would be useful to alumni and students – such as putting council's professional data and career tips online.
- Help market and encourage alumni to attend student-alumni events throughout the year for networking, such as the upcoming JC-DC, Juniata-Johns Hopkins health research event in Baltimore where 1/3 to 1/2 of the participants will likely be students.
- Continue to help bolster Career Services Office – have them use us where we can help, push for continued additional administrative help in the office, as well as improving the space and appearance of the office space, making Career Services more inviting and showing it is valued.
- Work with Career Services and Alumni Office to arrange a Career Networking event in September when Council has a meeting, as well as setting up a table alone or with others (JC Connect, Gold Cards, etc.) to talk with alumni about internships and job opportunities at their places of employment during Homecoming. Also consider a Fall career Fair, be it regional, targeted at certain employers, or in an affinity area.
- Liaise with career services task force on activities and assist where there is interest and availability.

## **12d. Homecoming & Alumni Weekend – Christopher Bair '92**

The Homecoming & Alumni Weekend Committee continued to discuss improvements to Alumni Weekend, with a focus upon increasing faculty involvement in the weekend's events. The Committee is working to enhance faculty participation in the Alumni Awards Ceremony by (1) inviting faculty who were involved in the education of the award winners to attend the ceremony and (2) developing a targeted program for Alumni Council members to reach out and invite specific faculty to participate in both the ceremony as well as the picnic lunch that follows. Activities will be further defined by the Committee in the next month so that communications with Alumni Council members and faculty can occur in April and May, prior to Alumni Weekend in June.

The Committee also plans to build upon previous discussions with Alumni Council Faculty Representatives - Jennifer Streb and Daniel Welliver - to engage the Young Professor Group and increase their involvement in Homecoming and Family Weekend activities next fall. Ideas discussed to date include targeted invitations for faculty to participate in specific events such as the Beer Garden or the Wine Reception, as well as pairing specific faculty with the reunion classes that return during Homecoming and Family Weekend.

In addition, the Committee plans to continue discussions on its other goals including involvement and coordination of Alumni Council volunteers during the upcoming Alumni Weekend and defining other methods to advertise and communicate opportunities for alumni to return to campus. Further discussion on all of these items will occur in the Committee's monthly conference calls.

## **13. Adjournment**