

**Juniata College Alumni Council Winter Meeting 2015**  
**Saturday, February 28 – Sill Boardroom, Juniata College**

**Members Present:**

Ashley Appleman '07  
Annette (Reeder) Bair '93  
Christopher Bair '92  
Sara (Davis) Bowen '01  
Christie Brown '92  
Bonnie (Wineland) Crawford '64  
Fran Fiorino '78  
Mark Francischetti '76  
Lynn (Smires) Gale '72  
Brad Haubert '93  
Jennifer Jones '07  
Brenton Mitchell '06  
John Noble '61  
Heather (Lecrone) Ott '09  
Jigar Patel '08  
Bill Rys '96  
Scott Snyder '85  
Mike Valdiserri '81  
Jennifer Wade '88

**Staff and Faculty Present:**

Michelle Bartol '84, Dean of Admission  
Katie (Padamonsky) Dickey '97, Associate Director of Alumni Relations  
Chris Gibboney, Alumni Relations Specialist  
David Meadows '98, Director of Alumni Relations  
Christina (Garman) Miller '01, Assistant Director of Alumni Relations  
Holly Rennell, Enrollment Counselor  
Randy Rosenberger, Professor of Accounting, Business, and Economics (ABE)  
Fumio Sugihara, Vice President for Enrollment  
Rob Yelnosky '85, Vice President for Finance & Operations  
Jill Keeney, Professor and Chair of Biology

**Students Present:**

Elizabeth Faust '15, Juniata Activities Board President  
Lauren Lesser '16, Student Government President  
Christine Sumner '15, Senior Class President  
Thomas Tuyen '15, Student Alumni Association

**Members Not Present:**

Nicole Close '92  
Chris Collins '84  
Marissa Gunn '05  
Doug Spotts '89

**8:30 a.m. Continental Breakfast** – Sill Boardroom, von Liebig

**9:00 a.m. Alumni Council Meeting** – Chris Bair '92, Council President

Call to Order/Welcome/Introductions – meeting was officially called to order at 9:03am by Chris. He noted that we have a full agenda and looked forward to the dialogue today. Thanked Alumni Office and those who participated for a great Career Day yesterday. Went around the room for introductions. Then we had:

- Review of Agenda, Packet
- Approval of September 13, 2014 Minutes – minutes were motioned to be approved by Brad, seconded by Christie
- Review of Alumni Council's Purpose – went over in detail; focus on 3 salient points for our committees this afternoon during our breakout. As council members, we are enablers – a support to help those on campus. Today we will hear important updates. We need to take it back to our committees and see how it can be utilized in goals and objectives. Also use it for alumni network to share with the alumni what is happening on campus.

**9:20 a.m. Faculty Comments** – Randy Rosenberger, Professor of ABE

Relevant things that are happening with the faculty:

- New Provost –As the year has gone on, Dr. Bowen has been doing good things. Asks a lot of questions, interesting questions, nice to have someone from the outside look at curriculum. Starting to look at curriculum, Fine Arts, International, Social Science, Humanities, Natural Science – are they the core things to be in distribution requirements? Should we look at them differently? Quantitative requirements same. A good part of examination is the way they are framed – is it still relevant for this generation of students? Randy thinks the nature of things have changed and students change. How do we resonate with them and connect?
- Competitive environment that the college is in – Juniata continues to do well. Other colleges may not be doing so well with budgets and having to cut things. A look at curriculum and how it speaks to current and prospective students. The college is full and the classes are full 😊
- Took questions – Infusion of technology into the curriculum – any conversation about technology and how is the college viewing it? Is it going to be a core component? No formal conversations, most of the faculty model technology in classes. Online teaching conversations are happening. What is happening in the classroom with technology? Faculty gets together and talks about these kinds of issues and how to make the classroom an engaging environment. Each faculty member has an answer for this. Most faculty members make what is happening in the classroom as engaging as possible. Good learning theory and attention. Change the rhythm and make it engaging. It is a complicated time. Technology rules for students are based on preference (examples - no technology in class or can have laptop, but no wifi, Ebooks). Professor by professor. May depend on the level of courses. Some English courses are hard-copy only, while “Writing across technology” requires the computer. What are professors doing to incorporate climate change? Sustainability has crept into management textbooks and courses. What is the next thing that faculty are looking at? As the strategic plan develops, where will we go next? Lauren brings in a sharp and fresh managerial perspective. People are no longer wondering what will happen after she gets comfortable – looking forward to what is happening. How should we encourage faculty to

come to the awards assembly? Nothing boiler plate, but keep it personal (email or telephone). Even more than one person reaching out to the same faculty member is fine. Can also reach out to awardees and see if there is anyone they want there and then council can reach out to them. Also send Randy/Sharon info and they can announce at faculty meetings.

**9:41 a.m.**

**Administration Comments** – Fumio Sugihara, VP for Enrollment

Started with: “I get the sense of community and thanks for the opportunity. Cannot be more happy that it has been a year and everyone is still standing.” (laughter)

- Gave an Introduction & Background to his career – enrollment career started at a Red Sox / Mariners game while working at Bowdoin College for 9 years. He was asked to head multi-cultural recruitment – 18 years later here I am. He has worked in recruitment and strategic planning. Named himself the “Director of Strategy” – looking at cost/effectiveness. Need to be creative about this work. Went to Harvard to get Masters in Education and do academic work on higher education. “It was a moment to step back and reflect on what I wanted to get out of the enrollment world.” Diversity of higher education – community colleges, private, state, 2-year colleges...went to University of Puget Sound – similar to here. Got to explore small colleges in the west – there are not a lot. The competition is unknown. Was happy as a clam. Get a note from Jim Troha and the way he described the place, I couldn’t help but want to be here. Aspects of this community and this place are profound. Juniata has to do some work to represent it. But the bedrock is compelling. If I’m going to do it, we can get other people to do it. Fumio grew up in NJ and so coming to PA was a bit of homecoming. His wife is military but “home” is Carlisle.
- Started out with Enrollment points: What haven’t we changed? Last year we were at a 20% deficit in applications. Office had been managed well, but the absence of leadership made decision-making difficult. Well managed at tactical level, but how does it fit into a broader framework. This tends to happen in transitions. How do we align ourselves? Decide to restructure the operation to have “middle management” level, but there is only so much you can do to assure the work is getting done. Decided to step back and create another management level – have operations unit (logistical support – technology, print, letters out the door); Student aid (managing \$20 million in financial assistance); Research Group; Admission Group. There are 3 associate directors who report to Michelle – each group has a strategic priority (Recruitment, Communications and Events). It helps having another level and empowers the associate directors. Recruitment is a specialized project...we are all recruiting. Each has a priority. Have a dedicated a staff member in enrollment to work with alumni. Holly Renell – manages alumni group. Also have a communications group and have a dedicated team – Josh Beckel – Juniata alum. Another change - Fumio was not pleased with materials when he came in – worked for three months to create great materials. Terri Bollman Delansky is also a great leader in Enrollment with all of the events that happen on campus...need to make sure that eventually there is a system that those in seats are being trained and developed to make sure the right experiences and talents are there. **Also changed** the territories of the enrollment counselors. 56% of students come from PA – PA is a bedrock. We are not leaving. Had dedicated 80% of staff to work here. Central PA is losing population. Have 4 counselors – 4 counselors in PA and then managing NE and Midwest. Able to have people on the ground in almost every state. Have also brought on technology to help effectively communicate. Old one was not good. Slate CRM is a new management tool (for ease of use, intuitiveness, and no limits). Student record is now in one place. Each year we purchase 100,000

names of students. Old could take three weeks – did it yesterday in 10 minutes. Datatel is good at storing data categorically. Slate enables us to send emails as we see fit, can program it prior to sending emails out. Still use phones a lot. Also helps with reporting and comparing the data. Last change is how we leverage data. Human Resource Capital Communications – take our data from 1973 to present... where there are alums you have students. Can show where there may be new markets. Looks at it at a global level. Fumio gave a lot of credit to the team for embracing the work.

- Goals and future plans are to “try not to change”. It is now important to step back and assess changes and makes sure they have longevity and have assessment to work on refining what we have done.
- Enrollment goal for new class is 425 – 430 students – this number includes first year and transfer students. Assigned a net revenue of \$6.4 million and trying to do it below a 60% discount rate. When we think about enrollment goals, the net revenue, number goal and discount rate make a triangle. Sometimes you can miss one and make the other two. Have to watch that changing one doesn't affect the others. Focusing too heavily on one can make it not work for all three. Average discount rate in PA market is 58%. In the northwest, it's 40%. Discount rates are driven by the market.
- Question: What takes Juniata “so long” to get back to students? There are deadlines at Juniata... what happens is that in the face of intense competition you do what competitors do. Rolling admission overcommits resources early and not looking at the class as a whole. It was a move to say – this will be uncomfortable, but let's step back out of the competitive stream – gave time to get better real data. At this point have more decisions out the door than we ever had.
- Marketing piece won a regional award!
- There was discussion about how Division III athletes typically commit early and how that impacts our enrollment strategies as 30% of our students are athletes.
- Question: As you try to expand beyond PA, how is enrollment working with other parts of the college – what does it mean to support international, multicultural, etc? Still work to be done to assure that ANY student, especially diverse populations, are surviving and THRIVING once they're here. Need to do it thoughtfully for the Juniata community. If diversity is important, we need to have a plan. Intentional about community events around diversity and attending trainings. We are accepting the challenge ahead and looking forward to making progress.
- Question about transfer students: There are 20-25 transfer students per year (per class). A lot of confusion about intake of transfer students. Is not clear with how it will be for the students. Makes process difficult because it is not a 1-1 ratio with classes. Transfer credits are not systematic. Transfer students are important from a budgetary standpoint, but also they bring in new perspectives.
- Question: Are you actively recruiting people to the Masters program? No. Are you seeing interest from undergrads here? It's self-perpetuated and is moving along a route. Not in the visionary stage yet. Masters recruiting is very different from undergrad recruiting.
- Question: Continuing Ed? Resource zapping. High school is an area of outreach right now.
- Fall 16 Update: Showed chart – As of 2/26, there are 2,545 applications – 2,305 applications completed in the system. Have more completed applications this year than even the number *received* last year! One strategy is to get admitted students...right now 1,607 admits are out the door...going to try for 1,800 admits...but reduce the discount rate...statistically, it should then bring in the correct number for the class. When the market goes up, we traditionally see a 2%

drop on yield. Already at 104 deposits already (~25%) highest deposit rate at this time in the past few years. However, we are navigating a difficult year. Good news is the composition is very similar to past years.

**10:37 a.m.**

**Trustee Comments – Bill Rys '96, Alumni Trustee**

There are 3 alumni trustees on alumni council. Doug Spotts and Nicole Close are the other two. Trustees have met twice since our last meeting. There was a November meeting on campus and then beginning of February a meeting in Baltimore. November and February meetings really focused on strategic plan. The Board of Trustees is broken up into committees. They meet in committees the day before, and then have a full board the next day. Trustees feel pretty good about the Leadership Team and the transition and changes have been well received. Potential that the Provost is not doing her job because she hasn't made anyone mad yet (joke – laughter). From a business standpoint, there is a focus on the Endowment. How do we address that going forward? Next campaign is focused on Endowment, though still looking at the physical aspects of campus. Athletic facility issues, housing, food services, wellness on campus for physical and mental health, etc. Other issues with online education – where is Juniata going with that? What growth and opportunities are there? Finally, issues around Title IX and new rules on Department of Justice with reporting of sexual violence on campus – how do you handle them from college standpoint and staff standpoint as well? Trustees will meet again in the spring. One thing that is alumni council specific? Will do a more formal report so Board is more aware of what council is doing. Try to get Board of Trustees active in alumni events.

**10:44 a.m.**

**Break**

**10:57 a.m.**

**Alumni Staff Comments – David Meadows '98, Katie Dickey '97, Christina Miller '01**

David: Two quick things: going through a departmental review process. Been a great opportunity to dig in to details of what is going on in the office. Visits to other schools planned. Informer, as a reporting tool, has given ability for better control of info to pull from database. Really pleased, looking at reporting and added some new capabilities to give real indicators of engagement of alumni body. Bringing an external team in to see what they are doing. Will be finishing up over the next few months. Will then go to Senior Leadership Team (SLT) for approval. Given a good opportunity as a team to look at what is going on and how to utilize the resources. See what is good and has been done but what new things to do. Other component is that Juniata is going through the process of doing a new website. The new site will be rolled out in August. Right now, going through the look of the site. Operationally, departments are seeing what they have, what they should dump, and what should be revised. Alumni Office has a lot of pages. The way it is being set up is that there will be two buckets – most important and forward facing, directly towards prospective students and alumni. Then, there will be a secondary site for the nitty gritty. This will keep it lean and moving quickly. David is now reporting directly to Gabe – it means new meetings and tasks but is extremely helpful in allowing us to work and cooperate more. Two away from the president and now pulled into new meetings that Director of Alumni Relations hasn't been in the past!

Katie: Homecoming & Family Weekend (HCFW) and Alumni Weekend. HCFW was a great success. Had another year of attendance growth (1%). Last year was just under 1700, this year we were above 1700! In 2009 it was 890 – almost doubled in 6 years. How do the numbers break out? Typically family numbers are larger than alumni numbers. Alumni numbers are growing at a faster rate and were the highest yet in 2014. HCFW has 5, 10, 15 year reunions. Challenge for this year (fall 2015) is that we're up against a home Penn State football game. Hotel space may be at a premium and also traffic and transportation.

October 1-3 and it was a TBA for Penn State, then it changed. Excited to see how we can compete with this challenge. We secured rooms in Huntingdon and Altoona and are getting the message out to reunion classes and parents that they should make plans early. Specific message to parents. Freshmen parents are largest parent population. 2015 will continue similar programming with carnival. Beer garden continues to grow. Alumni Weekend brochure is in packets and one in the mail in mid-March. Online registration will open then. There will be reunions for the 20 – 60 years and also a choir reunion – first time is happening since 2007.

Christina: 4 main regional clubs: Pittsburgh, CPA (Harrisburg), JC-DC, Del Valley. Delaware Valley is struggling – if you have a recommendation for anyone for leadership team member, let Christina know. Another way to help is if you are traveling outside of the area, have events for alumni. Think outside the box. Let Christina know (6 weeks in advance) and she can get an invitation out ☺

**11:13 a.m. Senior Class President Comments – Christine Sumner '15**

Just finished voting for senior class gift. Plan to reveal the winner and kick off the senior campaign at the senior dinner tonight. The 5 ideas were a balcony off of Ellis ballroom, a patio off of Baker, a donation to the Alicia Griffith fund, the renovation of Health and Wellness, and the relocation of Career Services. The winner was Health and Wellness Center! Money will be sitting for a 3 year period. Alicia Griffith fund is emergency fund for students – medical bills, need to fly home – right now there is \$50,000. Market value of gift stays in the fund until it's built, then all the money raised will go into health & wellness center. Participation goal is 95% and \$55,000 (last year was \$54,000 – want to beat that!). Already raised over \$2,000 this year, and already have \$10,000 in account. Senior class was selling “toothpick holder” for \$5 and tshirts are \$10.

**11:17 a.m. Juniata Activities Board Comments – Elizabeth Faust '15**

President of JAB. Many things happening – decided on execs for next year. Expand to 4 positions rather than 3 – will be a VP for membership, VP for marketing, VP for finance and President. JAB wants to focus more on membership – membership across campus has been going down – more of JAB awareness. Possible activities include a dog park, Dorm Olympics, SpringFest, 5K, break-a-world record (theme is board games – try to remake the life size monopoly), casino night, May Day, Surprise Day, open IM gym at night. Have already had two events this semester – comedian – over 150 people and a nacho night. Changing overall structure – more people can plan stress busters. Not one person but multiple people to get more people involved. How much collaboration between JAB and other events? Clubs come to JAB and go to Office of Student Activities (OSA). Does it work with the mission and what students want? Unique in that there is a JAB closet and a lot of people can use things. Banner between Ellis, FB, Instagram, Twitter, flyers in the announcements, may do sidewalk chalk, Yik-Yak – anonymous app – can upvote and downvote – another form of social media. (Liz works for Marketing and monitors Yik-Yak for suicide or bomb threats/safety issues.) JAB meeting – minute-to-win-it – looking for chairs. Applications to sign up.

**11:29 a.m. Student Government President Comments – Lauren Lesser '16**

President for the spring - former president moved closer to family. SG is taking the focus of sexual misconduct and bringing awareness of resources to college students. RA and leaders get training, but the entire student body may not. Take back the night event in April – working with local domestic violence center. Looking forward to JC Safer/Dean of Students program. Have a table in Ellis. Another aspect of campus life is service. Plan a day of service sponsored by student government, get involved in the community. Have

senators come with ideas and then send out polls for students to vote. Do not have exact idea yet. Also have students on food committee and hold a forum about food after spring break. Always working to listen to students. Communication may not be the best between advisors and student body. Want to try out adding representatives to it – athletes, FISHN, commuter students. Organizing registration for clubs. Question about the outdoor classroom? Has it been getting used? Can see it being used in the spring. The location is nice because it is close to the enrollment center and looks good. The studio classes and the arts are excited to use it when it gets warm.

**11:34 a.m. Student Alumni Association Comments – Thomas Tuyen '15**

Since last meeting – HCFW, Career Day, Wine & Cheese (had 180 people in the room yesterday!) A great thing about SAA is an increase in participation, especially with younger students. Sometimes meetings are standing room only. Thomas encouraged council members to attend the senior dinner tonight if they're still on campus.

\*\*Question to students: Based on personal experiences, how has Juniata helped you understand the value of diversity? Diversity committee focus is on gender-inclusive bathrooms. Now have 28 gender inclusive bathrooms. Campus conversation around the issue got heated. Racial and religious diversity – have been incidents concerning international students in regard to race and religion that has brought up difficult conversations. School has done good job educating students and especially freshmen who are coming in to Juniata. The diversity question is great but answer still has a long way to go. At this point too focused on obvious diversity, but there are many other points of diversity (like city/rural). A great opportunity is through Community Service Office (like Urban Immersion trips). So, able to interact with people from different backgrounds. Able to meet people through an event but then outside. Also, trainings. From RA perspective, male-female students can now live together. Realize being more aware to self and others. To even figure out who you are.\*\*

**11:43 a.m. Awards & Nominating Committee: Approval of Slate – Brad Haubert '93, Past President**

Two main goals: Find award recipients for Alumni Assembly. Final list is in the folder. (Background: Mary White – CEO of medical facility in Colorado, also raising children; Jeremy is in the medical field – nice recommendation where he had the opportunity to take money but chose to work in patient safety; Jonathan Hunter – working in CA with homeless, homeless housing, senate – local, state and national; Ron Seiler – cheerleader on campus. Second task is to choose the next leadership roles within Council and new members at large. Need to be purposeful – looking at class years for distribution and location. New people are excited. Representation from NM to northeast. After reviewing the slate – opened up to Council for a vote. Majority vote. Concern: leadership for 4 years in the 90s – perception to others? Was a concern and points of discussion... male/female, diversity, etc. more about qualifications. Looking at bringing in diversity to council with members at large.

If you have names of people who would make good council – send to Chris Gibboney at any time.

Christie – motioned to approve the slate, Lynne motioned to approve the slate, majority vote passed.

**11:55 p.m. Lunch – Pheasant Lounge, von Liebig**

**1:00 p.m. Juniata Strategic Plan Report – Rob Yelnosky '85, VP for Finance & Operations  
Jill Keeney, Professor and Chair of Biology**

Student is at the center, everything else overlaps around it!

The 5 priorities of the strategic plan wrap around the students: Scholarship, Community, Distinctiveness, Resources, and Presence.

By 2020 – what will this look like? Headlines we'd like to see:

- Juniata recognized for increases in retention rates across the student body
- Huntingdon outfitting company grows through partnership with Juniata students
- Student success center revitalizes Beeghly library
- PA Liberal Arts acknowledged as best practice by *Chronicle of Higher Education*
- Middle States 5 year review notes significant achievement in assessment
- Study away experiences tied to great outcomes for ALL JC students
- Juniata center for high impact learning dedicated
- Endowment surpasses \$200 million
- The tri-fecta – Hughes, Mellon and Hearst Foundations all fund Juniata experiential learning opportunities
- Integrated media and studio art building brings arts to the core of JC campus
- Juniata college named “ Great College to Work For” for 10<sup>th</sup> consecutive year
- Juniata cohort default rate leads the way in higher education

\*Bringing in Career Services more intentionally tied to everything

\*Idea of presence – “being known” – “How do people **NOT** know about this place?” – quote from a parent of a prospective student who lives in Boston

\*study away experiences are broader and more individualized – what is appropriate for each student? (urban immersion or a service trip to Alabama)

\*strategic plan will put in an “assessment” of what students get out of study away

\*point two getting at highlighting the geography of what this location brings

\*conversation about how to get students out into the “unplugged” world

\*\*What in the strategic plan speaks to diversity – which headline – need to become more inclusive or be able to have the conversations easier than they are today – will measure by enrollment and retention rates – vision statement

\*Strategic plan is available at: [www.juniata.edu/president/strategicplan-2014-01-29.html](http://www.juniata.edu/president/strategicplan-2014-01-29.html) (more details)

\*Plan to get to board for final approval in April!

### **1:30 p.m. Committee Breakout Sessions**

Question posted before lunch – how does one become a trustee with the college? Basically three categories of trustees – have the same voice on the board – church, alumni, everyone else. Church College Relations Council nominates church trustees – tied directly through the Church of the Brethren (currently there are 2) – 3 year term; Alumni trustees – through the Alumni Council via the Awards & Nomination Committee (3) – 3 year term; Regular trustees selected by the Committee on Trustees. There will always be alumni and historical relationship represented on the board – no specific amount; can become Emeritus Trustees. Recruitment of Trustees is intentional and purposeful – what can you bring to the board.

**Enrollment** – Annette (Reeder) Bair '93 (Sill Boardroom)

**Communication** – Heather (Lecrone) Ott '09 (Pheasant Lounge)

**Special Events** – Jennifer Jones '07 (Patterson Seminar Room)



## Strategic Plan – Scott Snyder '85 (Rockwell Seminar Room)

**3:00 p.m. Break**

**3:15 p.m. Reconvene for Committee and Council Goal Progress – Sill Boardroom**

**Chris Bair took the last 45 minutes of the meeting to look at the committee reports in the context of the committee goals:**

**Communication – Heather (Lecrone) Ott '09**

### **GOALS**

1. Involve the Alumni Council in at least three faculty programs or initiatives
2. Provide Alumni Council and College highlights to the Regional Clubs at least three times during the year
3. Initiate communications to emeriti Alumni Council members

1 – They did a general letter in December (to all faculty and staff). They have plans to follow-up with the newer faculty. Each member of the committee will send a personal email inviting them to the Awards Ceremony in June and the picnic afterward.

2 – Something to target all alumni. Juniata e-newsletters – getting Alumni Council names out there to inform them of things Alumni Council members are working on – hopefully engage them more.

3 – They're planning to survey Emeritus Council members. We think they want to be more involved than they are now. Perhaps newsletter will be all they want.

4 – Council-wide goal: Once survey goes out, committee will ask that council members share with friends on Facebook and with their regional club groups.

**Enrollment – Annette (Reeder) Bair '93**

### **GOALS**

1. Formalize the relationship between the Enrollment Committee and the Enrollment Center/JAA
2. Increased awareness and usage of the Gold Card
3. Increased participation in College Fair events and associated activities

Goal 1 – Their session included Michelle Bartol and Holly Rennell - working to build relationships and learn the process/cycle. Dug into bigger questions: transfer students, GOLD card process, etc.

Goal 3- They gave most every person on council a list of customized action-items: things that each member can do (ie college fair in your area, admitted student receptions.) Contact Holly if you are able to volunteer. This is a fair that a counselor is currently not covering, but Juniata would LIKE to cover. If interested and available to participate in those events, there is a sample college fair table set-up in Sill along with boxes of supplies to take home (saves on shipping). If you think you would like to get someone *else* involved, please be discerning about who you choose to represent us at a college fair. If you don't have a sheet of paper, there are no college fairs in your area. But, you can still do GOLD cards, phone students, etc.

Goal 2 – To increase awareness of GOLD card, committee will reach out to certain groups about the GOLD cards (possibly the 35<sup>th</sup> and 40<sup>th</sup> reunion members) *after* they were here for Alumni Weekend (follow-up). Their focus while here is reconnecting with classmates. So, taking advantage of their recent involvement with Juniata at their reunion, but not while they're here with classmates.

Questions – (1) Mechanics of GOLD Card vs. who to target. Many people think they don't know any students, but they probably do! Help them realize. (Church, neighbors, co-workers' kids, etc.) (2) Parents Pride cards still exist – they're similar. Parents need reminded about this. Mailed every fall and mentioned once or twice each year in parents e-newsletter. They might not pay attention to emails and mailings, but would listen to someone like Mike Valdiserri (a fellow parent speaking with Football parents).

**Special Events – Sara (Davis) Bowen '01 (on behalf of Jennifer Jones '07)**

## GOALS

1. Create an Alumni Council survey regarding “talking points” and update as needed
2. Communicate about the three major campus events to regional clubs and actively follow-up with each club throughout the year
3. Increase faculty participation in the Alumni Awards Assembly held during Alumni Weekend

Goal 2 – Three things responsible for: (a) Homecoming & Family Weekend each Fall – all members are encouraged to come back and help with that. (b) Career Day/Wine & Cheese event yesterday – successful collaboration with Alumni Office, SAA, Career Services and the Senior Class. 180 people attended Wine & Cheese. We drank 25 small bottles of wine and 25 large bottles of wine – equivalent to 75 bottles of wine donated for the event (some donated by the Alumni Office). 480 students at Career Day (current students, 1 alumna, and a few Dubois Business College students). Jen has notes for the next committee chair since she and Sara are both going off council in June. (c) Next event is Alumni Weekend.

Goal 3– Encouraging faculty involvement. Each committee member is taking one awardee to contact to see which faculty or emeritus faculty member they’d like to see at the assembly. Committee member will contact them. Then, we will share with all of AC (so you know who the recipient wanted there).

Council-wide goal: If you know anyone else (past or present faculty) that might be good to invite, please do (after seeing our list). Like Randy said this morning, direct invitations are what they want. Since the Communication and Special Events committees are both working on similar things, it will be important to share information. The committee also decided that we would ask Randy or Sharon to make a general invite and plug for faculty to attend the awards assembly at spring faculty meetings.

### Strategic Plan – Scott Snyder ’85

## GOALS

1. Develop and deliver a five year, measurable, strategic plan to the Alumni Council for approval at the June 2015 meeting
2. Leverage the college liaisons identified to work on the strategic plan from career development, enrollment and development/marketing offices to work with the other committees of the Alumni Council in order to identify goals and strengthen the work of the Alumni Council
3. At the end of the 2014-2015 Alumni Council year, evolve the strategic planning committee into a 'development committee' which would pick up the implementation and benchmarking of the plan over five years, with regular reporting to the council and with ability to adjust the plan as needed for continued success

Goal 1 - The strategic plan in packet is first draft. Some wordsmithing done in afternoon session. Goal is to mirror the college’s strategic plan. Laid out similar to 2009-2014 plan (compare apples to apples). The idea is not to discount the previous plan and the good things done. This plan is more specific and takes us to the next level. They took the president’s plan and dovetailed – on target with it. Read it – there will be some asks of this council that haven’t been asked before, but it’s not unreasonable. Fumio asked for our help this morning.

Goal 2 – Develop relationships with liaisons. Our goal is to build capacity. It frees up their time and allows us to be smart about our process. We also have to be careful not to over-commit *our* time. Alumni Council past goals were to have a more engaged council throughout the year and make it a more work-oriented group when back on campus. Each committee is responsible for different areas of the plan.

Goal 3 – It will be up to the executive committee, but this committee’s work will be done in June after the project is done. Probably morph this committee into a development committee. Scott’s plan in the next two weeks is to incorporate today’s meeting into notes. Then send to Christie and Mark to wordsmith. He hopes to have our plan out to all of council in April (and in each of the liaison’s hands too). Then, Bill will take to April 24 Trustee meeting. Compare their plan to ours – make sure we’re on track. It will be sent out in May and then vote in June. If you have questions or concerns along the way, please let the committee know. They don’t have all the answers. Think, Evolve, Act – we need to do this as a council. We do some great things, but how can we do more to help this institution with our students? Read it, put it away for a moment or two, come back and read it again.

Comments and questions – We ask all of Alumni Council: please read president’s plan in addition to the council plan. Secondly, our June meeting on Friday afternoon of Alumni Weekend is fairly abbreviated. Please ask your questions along the way so that the committee can wrap it up and put a bow on it in June. It’s worth noting that some goals might have information-gathering in years 1 and 2. Then, there will be more action items in later years. Some baselines aren’t established yet. It’s a dynamic document.

Lastly, Chris shared that we’re not only focusing on the activities that Alumni Council is doing, but moving toward being able to report some numbers. In the Power Point of goals, the last two slides show overall council goals and where we stand after the survey. 19 of 23 members responded.

# 1 – Contributions to scholarship fund – doing well.

# 2 – GOLD Card – email went out about the deadline. To be clear, a Blue Card (Parents Pride) or GOLD Card will qualify. If haven’t submitted one yet, please try to do it.

# 3 – Sharing highlights – ok to include social media – looks like doing very well there.

# 4 – Quite surprised – 19 of 19 have volunteered on campus for special events.

# 5 – Participation in Career Day – not exactly where we want to be. 80% target was arbitrary – three-fourths of respondents participated yesterday.

# 6 – Chris challenged folks to nominate for an award, a council member at-large or even a volunteer for a regional club or other activity. Chris Gibboney is the contact for that.

# 7 – Participate in a regional event – about 60% there. That may trend upward in the next months.

# 8 – Contacting faculty about Awards Assembly - we’ll know about this one closer to Alumni Weekend.

#### **4:00 p.m.      Adjournment / Closing Remarks**

Chris is hoping to bolster numbers in the next few months. It’s nice that we can quantify our efforts. We’re not just doing things, but we’re measuring it. In June, look for updated survey to be sent. It’s quick - only 8 questions. Some of these things are concrete and some aren’t. Simply speaking to a faculty member about the Alumni Awards Assembly while on campus for Career Day is a “yes.” Think about your options. There are a lot of different ways to accomplish # 3.

David invited Alumni Council to Senior Dinner and talked about dress code. There is room.

Chris Bair thanked the Committee Leaders and all of council for their volunteer time.

Brenton spoke about his desire to be open regarding diversity issues and issues relating to Climate-change. He hopes that he comes across that way. He welcomes those conversations.

Chris Gibboney asked that nameplates and nametags be returned for re-use.

Brenton made a motion to adjourn at 4:00 pm. Brad seconded the motion.

**5:30 p.m.      Senior Class Dinner – Baker Refectory, Ellis Hall**

**7:30 p.m.      Alumni Council Social Time (optional) – Baker Guest House**