

Juniata Alumni Council Meeting - June 6, 2014

Members Present:

Annette (Reeder) Bair '93
Christopher Bair '92
Sara (Davis) Bowen '01
JoAnn Bowman '75
Christie Brown '92
Carole Calhoun '60
Chris Collins '84
Mark Francischetti '76
Lynn (Smires) Gale '72
Brad Haubert '93
Jennifer Jones '07
Brenton Mitchell '06
Justin Reiter '02
Kelli Sheesley '98
Scott Snyder '85
Doug Spotts '89
Mike Valdiserri '81
Christine (Vrabel) Zlupko '99

Staff and Faculty Present:

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
Randy Rosenberger, Professor of Accounting, Business and Economics
Robert Yelnosky '85, Vice President for Finance & Operations

Members Not Present:

Jack Carton '73
Katie Charles '05
Bill Chew '64
Nicole Close '92
Marissa Gunn '05
Heather (Lecrone) Ott '09

Incoming Members Present:

Ashley Appleman '07
Bonnie (Wineland) Crawford '64
Jigar Patel '08

Incoming Members Not Present:

Fran Fiorino '78
John Noble '61
Bill Rys '96
Jennifer Wade '88

1:03 p.m. Brad Called Meeting to Order

Brad welcomed everyone back to Juniata and JoAnn introduced the 3 new Alumni Council members!

Bonnie – Tyrone, PA representing class of 1964

Ashley –Ohio representing class of 2007

Jigar – lives in Huntingdon, class of 2008

The minutes were motioned to pass and we proceeded with agenda. All council members have weekend events in their packets, as well as cards to write to Juniata students who won awards at the Spring Awards Convocation.

1:15 p.m. Alumni Trustees Report – Carole and Doug

- The trustees met twice this spring: February and April
- Fumio Sugihara’s first trustee meeting was this spring and he passed on projections for incoming class
 - Average academic GPA is 3.74
 - Average SAT score 1171
 - Above what was anticipated in enrollment in the fall! At this time, 440 incoming students (goal was 420) – AWESOME!
 - Student completion rate is always above 90% (6-year graduation rate)
 - Juniata is attracting bright, excellent and diverse students
 - ~60% have discounted rates
- At trustee meeting, President Troha shared stories from his first year
 - Over the past year he has met with MANY Juniata persons in order to gather as much information as possible and then share with larger Juniata community
 - He is taking in and getting out as much information as possible. He listens, but says that not everything he hears will be acted upon. He’s been talking a lot about financial strength and the strategic plan
- New dorm is open – quite a step forward in what we currently have
 - Nathan Hall tour from 9-11 am – noted on the agenda – walk at own pace or go with tour guide. Since role on council is to get the word out about Juniata, consider sending photos of dorm via social media.
 - Gabe discussed who Hilda Nathan is at last meeting (see March minutes)
- Success of JCEL Networking Event and Career Day in February
 - Trustees were given report of the week of wonderful things at Juniata!
 - Some trustees participated – there were Fortune 500 companies
 - Number of employers who came was highest/highest alumni employers
 - Number of students who participated was impressive (over 500)
- Highlight of April Trustee meeting was welcoming the new Provost and honoring those who are retiring and new faculty - will tie into the Strategic Plan discussions “Aloha Troha” tour. Challenging people to take another step in their giving.
- There is another Master’s program launched at Juniata
 - Masters in Non-Profit Leadership: Innovative Leadership with Global Reach
 - All online program: www.juniata.edu/academics/masters/non-profit-leadership/
 - If interested, Christina and Linda Carpenter have each taken a class

1:25 p.m. Alumni Office Updates

- Alumni Office is working on something new – exploring alumni career affinity activities; for example hosting a networking event for legal professionals in Philadelphia. The goals of these affinity programs would be networking and career development. This will be a new part of strategic planning for regional clubs.
 - Also working at an event for medical professionals in Central PA at home of Doug Spotts in the fall
- Career focus in regional clubs...what else can we do? One more step into developing Career focus.
- Upcoming Alumni Directory – PCI (30 years of experience in the alumni directory business - our last one was done by them in 2005)
 - 14,000 alumni – Juniata Connect is ONE way, but there are also many alumni who we are not reaching. This alumni directory will ask people if we [the College] can share their information. Biggest challenge is not having such permission, except for small few. Will ask *“May we share your information with other alumni who are interested in networking with you?”* Alumni will be reached via email and postal mail from PCI, then phone if necessary later in the process. There will also be a print version and DVD electronic version available. We will then build an online alumni directory (not an online community like Juniata Connect). Alumni will access securely online. PCI best option to fit our approach. David is satisfied that PCI is good...they have changed significantly since 2005. Not best experience then, but some of that was Juniata’s fault. There are people in Juniata family who (no matter how you approach it) will be mad that we first gave information to PCI for PCI to contact them. A high level of security is built into the contract and the process with PCI. It is simply how it works, “this is what we show, is this correct?” We are sharing information but it will NOT be sold or given out. Extensive research. In threads that had complaints, those complaining never picked up the phone.
 - **One thing David is asking of us is to help the alumni body know that we are taking care with the process and that if they just answer a call or an email, they can say “no” and that is the end of it.** Brad will be announcing it at All-Class Dinner tonight and it will be in the next Juniata magazine. Not a lot of detail right now – communications will start in the fall. Cost is free to the college, but will charge individual if person wants a print or electronic DVD.
- Katie’s report – 575 people have pre-registered for Alumni Weekend 2014. In comparison, that is on par prior to years.
 - This year’s attendance to five years ago, over 100 people ahead.
 - Reunion classes are growing over the years.
 - Class of 1964 (50 years) have 63 classmates, 99 guests. They have done an amazing job at informing class and creating a welcoming atmosphere on campus.
 - Hospitality lounge is in Leshner Lounge – can feel free to visit.
 - This evening at dinner we will hear about class gift
 - The class of 1957 wanted to have another reunion. Class of 57 celebrating their 57th reunion!

- Class of 1954 is celebrating 60 years.
- Other interesting things this weekend: new residence hall tour, awards assembly at 11am tomorrow, 2:30pm Forum on the Future Q&A with cabinet and Troha and where they are going.
- Boy Scouts memorabilia is also on campus this weekend.
- Katie passed around the staffing schedule for the weekend and filled a few more volunteer roles from council and emeriti council present.

2:05 p.m. Faculty Comments – Randy Rosenberger

Thanked everyone for service to Juniata College – doesn't have a lot that is new to report. Big thing is a new Provost – Dr. Bowen will start July 1. Now that the transition time is completed, faculty feels much more at ease. They are excited for the upcoming year and the faculty is ready to work with her.

Thought it best to answer questions from Alumni Council:

Why does Dr. Bowen feel like a “good fit”?

From Randy's perspective, the places she has been are similar to Juniata, knows the landscape of a small private liberal arts college.

Are you involved with new Masters?

Yes – the project is off to a good yet slow start. Four students started in January. Randy is teaching and this is his first time teaching online. Several courses are offered as introductory course. There is a Core of classes so each semester you can start. (Program in total has 7 students – 2 paying and 5 employees)

2:15 p.m. Strategic Plan Update – Rob Yelnosky

Strategic Plan Committee – formed in October 2013. Website has focus areas, room for improvement, updates, etc.: www.juniata.edu/president/strategicplan-2014-01-29.html

The good news is that the College is not starting at the ground – have Middle States Report and 2008 strategic report, also in the search for new positions ground work was given, Campus Master Plan, Great Colleges Survey, etc. There were also 19 focus groups on campus and data from an online survey.

How does Alumni Council fit into the Strategic Plan?

We can help with the process...making connections with people, career direction for students

Preliminary plan to Board of Trustees in October, Final plan/vote February Board meeting – want “new” folks at the table in order to move forward

2:45 p.m. Committee Break-Out

3:50 p.m. Committee Reports

Kelli – Enrollment

Challenge: find a way to have a more collaborative relationship with the Enrollment Office. Would like to see committee in the fall – face-to-face meeting with Fumio when on campus next and talk about what the committee can do. JAA relationship needs to be

figured out – how to be symbiotic and accomplish things where everyone sits/works together.

Communication – Brenton

Committee facilitated letter to faculty and a similar letter to regional leadership.

Recommendations: continuing to let the alumni and college know that we are here. One way is increasing our social media presence on Juniata's social media page – use existing means of communication. How do we as a body (less concerned about \$\$) encourage college to place more emphasis on donating time and energy (other forms of engagement). Host things on Juniata FB page: Ask about topics prior to meetings. Perhaps post info/minutes prior to meeting on the website and let people know that there are ways that they can learn about what “alumni council” does. How do we say “here we are, what we do” on larger scale? Information heard from someone other than administration might be better received. If David mentions Alumni Council, often people ask, “What is that?” Creating awareness.

There was a long discussion about “Emeritus Council” and how to engage ex-council members. Emeritus Council members have expressed interest in reading full minutes and/or condensed version of minutes. When council term is finished, what is the benefit? Could we have a distribution list that continues to grow and grow? Push vs. Pull marketing strategy to be sure that when they walk out door that they don't become disengaged. We should have a process for Emeritus Council to find information (once a member, always a member). Perhaps Emeritus Council member is responsible to maintain the relationship? Kelli has some information on another college's Legacy Council. The idea was discussed that serving the council becomes a process instead of an event. It's easy enough to send minutes to keep engaged - biggest challenge is people want to help but don't know how. How do we come up with things that anyone can do without it being a big operation, but that are still valuable and helpful to the college? Anyone can give money, anyone can do a gold card, anyone can host an event. Some things are in place. Other things: Business Advisory Committee, IT Advisory Board – groups like that can't take ANYONE who wants to be involved. There is a finite amount of staff to do their jobs and still manage volunteers.

History of Alumni Council –Around the year 2000, TEAGLE gave us money to build a volunteer program. Prior to that, not many opportunities. There was Alumni Council and CPA group plus people who did certain things, but not a concerted effort. So, TEAGLE supported JC around the idea of creating a volunteer program. A lot of things were created with money from grant. Took on more staff & built volunteer programs. Grant went away and staff went away. Programs that had no staff support went away. If we're going to engage more alumni and give them things to do, we need to make sure that we have the staff to support the new initiative. For example, when Delaware Valley group was first started, no one was there to put down a solid foundation and leadership process to sustain it. It didn't survive until that foundation was laid down. The question is how much are Alumni Council and the college personally willing to do? Do we want more grants? What would we put in place if we got more money? Two questions: What do alumni want to do? What does Juniata need them to do? What Juniata needs right now is help with recruiting, help getting students jobs and more money to keep the place running and affordable for students. Those are the things we've been talking about for years. People are in different stages of life. Can we operationalize the goals? Beyond talk and ideas, we need alumni willing to have a conversation about what they will actually do if we're going to engage more people in volunteering for Juniata that isn't just about asking for money (if that's one of the complaints we're hearing).

Special Events – Christine

Had a successful Career Day – thanks council again for your time and support. Implemented this year –put in information for *on-campus* Juniata events in packets for regional events. Next step: Our committee will email organizers of events to pass information on “big” Juniata events. Also passing around “talking points” for the weekend and what is happening.

Benefits – Chris

Committee is transitioning to Strategic Plan. Went through list of current benefits to Juniata alumni (coupons for bookstore, for example). Transitioning into providing insight into strategic direction from Troha. Will see in the coming months how that works out. Still working out details - moving the needle around the goals and objectives of the college.

4:10 p.m. Meeting Wrap-Up

- Housekeeping: All Class Dinner tonight – Council is sitting on the stage.
- Recognizing those who are leaving Council – WE WILL MISS YOU!
 - JoAnn Bowman (6 official years):
 - Carole Calhoun
 - Katie Charles
 - Bill Chew
 - Justin Reiter
 - Kelli Sheesley
 - Christine Zlupko
- Ceremonial passing of the gavel from Brad to Chris Bair – our new AC president. The gavel is a symbol of leadership – empowerment, integrity and accountability to Juniata.
 - Chris is looking forward to this upcoming year and working with the four committees. He plans to engage them in June and July and have a call in August before September meeting. Want to continue the momentum in September. Will be framing up goals for next year and dovetail them with the College’s Strategic Plan. Those who are leaving are encouraged to continue to be involved with Juniata College.

4:37 p.m. Meeting was adjourned.