

**Alumni Council Meeting
Shuster Hall, Raystown Field Station
September 17, 2011**

Present:

Chris E Bair '92
John L. Batchelor '69
JoAnn Bowman '75
William H. Chew '64
Geoffrey W. Clarke '75
Sarah Young Fisher '75
Christopher W. Gahagen '94
Bradley E. Haubert '93
Jennifer R. Jones '07
Heather L. Lecrone '09
Scott D. O'Neill '80
Frank L. Pote III '73
Justin K. Reiter '14
William A. Rys '96
Ronald Seiler Jr. '77
Parisha P. Shah '01
Mandi Walls '99
Andrew W. Zimmerman '86
Christine V. Zlupko '99

Not Present:

Joanna M. Acri '04
Carole Miller Calhoun '60
Kathleen S. Charles '05
Jeffrey R. Rush '84
Kelli D. Sheesley '98

Faculty Representative:

Daniel Welliver '79, Sociology

Student Representatives:

Valerie Deraville '12, Senior class President
David Grim '12, Student Government President
Luke Thompson '13, JAB Chair
Katie Shedlock '13, Student Alumni Association

Staff Representatives:

David Meadows '98, Director Alumni Relations
Katie Padamonsky Dickey '97, Assistant Director, Alumni Relations
Christina Garman Miller '01, Assistant Director, Alumni Relations
Evelyn Pembroke, Alumni Relations Specialist
Linda M. Carpenter, Executive Director, Constituent Relations
Thomas Kepple, President, Juniata College
Darwin Kyser, Director, Career Services
Mike Pennington, Assistant Director, Career Services

Minutes

1. Call to Order

Parisha Shah, President, called the meeting to order. She signaled there are great positive changes on council and staff, and her excitement to lead alumni activities this year. Parisha highlighted the openness we have in Alumni Council, and our ability to learn the latest about the college from staff and students that we can share with our own region and networks. In our committees, we can work on furthering the efforts the college has underway, plugging our own efforts into them.

We went around the table and had individual introductions of members, staff, and students. We unanimously approved the June 2011 Alumni Council Minutes.

2. President Kepple's Comments

A. Ratings. Juniata was down to 102nd in US News World Report in the last rating; our best prior rating was 81st, and our average 98. The reason for this year's ratings drop was because our grad rate was 72%. Loss of football players we expected to recruit for football was part of the reason. We are tied at the 102 rating with 8 other colleges – competitors are very closely packed. Moving among the pack 20 points up and down happens a lot. This year, we are also 6th in country for "Healthiest Colleges" (counseling and health services). In the Best colleges, we are among the top. The predicted grad rate for us is 73%, so anything better than that is very good. We choose students carefully, trying to get the right students for a good grad rate, and help those at risk.

B. President Search. President Kepple retires on May 2013. A Search Committee has been started, and Frank Pote is the alumni representative to that committee. The upcoming retirement is no secret, but the official retirement announcement will be made January 2012, when Juniata will begin the search and come up with a short list of candidates. The Board of Trustees makes the final decision. John Hille and Provost Lakso will retire at the same time; the new President will pick the new management team. We will hire a search consultant this fall who will know lots of people to contact.

C. Transition plan. The new President will be named in January, then take office May-July 13 thereabouts, so there will be 5-6 months to get oriented and choose a business manager and provost. Tom Kepple will continue to live in Huntingdon, but will stay out of the way of the new President. During this next year and a half, President Kepple will do a "final tour" around the country, touching base with major donors, encouraging them to be part of the endowment, and explaining the transition process. This includes a trip to Europe and China this summer talking to alums.

D. 2011 Class Gift Installed. See the new clock on campus.

E. Question and Answers

i. JC Connect. Brad Haubert began the first of his questioning of which participants are on JC Connect, and asked the President if he is searchable on JC Connect, challenging him and others to get our records current there.

ii. Admissions. We set a big goal this year; we fell a little short. Our chart looks like the stock market. We have largest enrollment ever for total student population. Largest class 2008 during good, but numbers tend to follow economy, and last year our football coach changed, affecting around 25 students recruits. 430 is the recruitment goal for the coming year. Tim Launtz '80 is now the coach. We start with a thousand potential players, narrow it down to 50-60. We are recruiting outside of Pennsylvania: internationally, Florida, California, Texas, etc. The Gold card process works well – 50% of Gold Card referrals come to JC, as opposed to 20% otherwise.

iii. Metric of student retention. 95% of JC students graduate in 4 years or less. 50% of students do international studies. 80% do at least 1 internship. Last year, 70% of our students had jobs or grad school lined up before they left, by December; 95% of 2009-2010 were employed or in school.

iv. Endowment and Focus. President Kepple started his tenure by fixing campus, and he did that through a campus master plan process over 20 years. A lot has changed since 1969. We grew from a 1200 student population to 1600 without new dorms. We need them now, and are planning where to put them. A plan is in draft to add a music wing to Halbritter Center. We have a donor to build a studio art building. There is interest in building indoor track field house between Kennedy and Ellis, and we are looking for a donor. We are planning a dormitory which will be under construction in a year on the Tussey Terrace tennis courts, an “L building” you would see outside of Cloister Arch. It will have mostly single dorms, and some group living.

What would college look like with more students? Student growth changes a campus at a certain point – at a community of 1800 to 2000 students, it gets too big. We have to be careful. 1600 probably is about where we plan to be. If we jump 400 students, we would press all facilities, not just dorms.

We know we need to focus on endowment. We are getting good response on the road ... adding small gifts, endowing scholarships, or giving through a will, where most of the endowment money comes from. This was our best fundraising year ever, maybe more than \$12 million, compared to \$7 million last year.

We are probably at \$72-\$73 million endowment now, and want to get it up to close to \$100 million before Tom Kepple leaves. Our financial base needs to be bigger; endowments do good things for a university. The market is the variable.

The President thanks us for what we are doing – the college can't do without us.

3. Trustee Comments by Geoff Clarke

Geoff stated that the President just reported it all, but added the following:

Board Chairman - Dave Andrews '74 completed a 5-year term as Board Chairman, and is now replaced by Bob McDowell '67.

Campus Improvements - the Library needs upgrades, parking will be going vertical, the entrance to campus is being studied, and we're studying improved utilization of spaces.

New trustees joining the Board are Carole Calhoun '60, Pat Chang-Lo, Carol Ellis '71, Todd Kulp '80, Bob McMinn '79, Bruce Moyer '74, Glenn O'Donnell '67, and Henry Siedzikowski '75.

Enrollment - Central Pa draw is down, and it hurts our enrollment. Gold cards help! China enrollment up, international numbers up. We have to manage internal student costs as Euro changes. The new football coach is a great guy with a long uphill battle, but he's committed. Changing volleyball coaches caused some hiccups as well.

Financials - All things 5 months ago were good financially. Costs are being managed well at the college. Class of 2011 put together a \$37,000 gift! 2012 is going to beat it! Class of '61 - 50th reunion class gave a \$305,000 gift, the second largest class gift ever.

Jim Lakso Endowment Fund - we raised money and kept it quiet for a whole year. It was a surprise to him, and he was totally taken aback.

Tragic Drowning - a visiting student from Michigan in another college group drowned in Raystown Lake. The Army Corps of Engineers, community and EMS put on effective search.

Dave Goodman '74, Trustee, passed away - good guy/alumnus in the Huntingdon community and college. He was a "Mr. Juniata" to the college. He wasn't that connected as a student, but was very connected since, showing a special passion for sports in particular. He gave money and everything he had. We think of him as having taken the place of Brumbaugh and Ellises, so he will be missed.

Number and Focus of Trustees: There are 36-40 trustees focused on committees in enrollment, student life, financial, presidential search, all volunteers very involved in every aspect. Two trustees are from Germany and California - but 90% are at every meeting. Bruce interjected to explain that as Trustee, he could no

longer be Alumni Council Immediate Past President, so experienced Frank Pote was asked to fill the spot. He and the group thanked Frank!

4. Faculty Comments.

Two new faculty representatives are now on the Alumni Council: Dan Welliver '79, Sociology, and Jennifer Streb '93, Art. Dan attended this meeting. He introduced himself, saying Juniata runs through his life. He went to JC, married a woman from JC, is now on faculty. He was a Field Coordinator of nuclear freeze efforts, but was encouraged to work at JC and is humbled to do so. His faculty highlights were:

Middle States Accreditation Process. One half of faculty are taking a careful look at Juniata's course accreditation. It is not easy – it's a formative process, it is opening up to areas they hadn't considered before – budget, campus planning, etc – all realities. Faculty considers what's best that they are doing, and what needs improvement. It is adding a huge workload to faculty. 8 work groups are delving into the work, and faculty is very engaged.

Change to new President, Provost, Business Manager. There's a lot of faculty buzz about the Presidential Search process, especially which new Provost will oversee the faculty, and the new business manager – all important for faculty.

Resources/Community of Support helping Faculty. The new Lakso Endowment Fund is amazing for faculty professional development; faculty always get approved for development activities. There is emergence of a Center for Scholarship of Teaching and Learning. Faculty learns about teaching, and holds it up to scholarship, learning what are the most effective learning methods. There are small grants to faculty to develop and share this knowledge, to learn effective teaching tools and meet to discuss them. There is a Faculty Community for teaching excellence to junior faculty –the group gets together as “safe place” for faculty to ask questions they might be afraid to ask, etc. – gives them more stability. Helps with problems such as what to do if a student comes to you totally depressed? And, there are Faculty Learning Communities who are focusing on how to take their course portfolio deeper and improve it. Faculty reviews what the professor is trying to achieve with goals, student work, and gives suggestions on how they might get better learning results.

JC Connect. Brad Haubert asked if there had been any push among the faculty for JC Connect? Is it worth it? Professor Welliver said JC Connect had not been strong on his personal radar, but he's willing to poll faculty and sell it – asking what are drawbacks, etc. Faculty is on Facebook, but they don't usually connect with “current students”, just past ones.

Department Metrics. Chris Gahagan asked if there were metrics on department goals. Professor Welliver said there is still a lot of discussion on department and program metrics. Are they achieving what they want? Middle States wants to know

how we assess for effectiveness. It's a priority for the faculty. They want teachers to create a culture of self-assessment as incorporated into a continuous process, not just a snapshot. This is not just busy work; it's REAL assessment, and though it is working, there is still a lot to learn. There is a link in the last set of minutes to explain this process.

5. Student Representatives Comments.

A. Senior Class President, Valerie Deraville '12

Valerie reported on three senior activities:

- **Fundraisers** planned for selling \$12 T-shirts and wristbands, and a celebrity bartender evening with 8 professors serving at Memories Bar, with money raised going to the class. They are running a shuttle bus to pick up students.
- **Class Gift** shooting for \$37, 000 to meet/surpass last year's fundraising. They are starting to get student gift suggestions this fall, and will explain to students how they can use their registration fee towards the gift.
- **Started Senior Facebook page**, where they will place an online senior class photobook. Last paper yearbook was 2009. After that, financing was too expensive, and people were not buying it. All classes now have a senior slide show which is a record of their time at Juniata.

B. Student Government Association President, David Grim '12

David said he only applied to JC, and has received more than he could have asked for. SGA is engaged in the following activities:

- **Freshman Dinner** with surprises as incentives to come: Bikes, TV, \$50 gift cards.
- **9/11 Candlelight Vigil** with campus ministry at Halbritter. They were very proud to have 250 students attend on Sunday night...testament to impact of 9/11. V
- **Minute to Win It Class Competition at Homecoming.** Baker Refectory this year instead of the gym because of sports activities.
- **Halloween Trick or Treat** for community to bring kids.
- Holiday/winter party – incredible turnout – holiday craft/cards, cookies
- **New Student Government bi-weekly section in Juniatian,** updating students on SGA activities and concerns.
- **Updating JC Connect** – old SGA president is still on it!

C. Juniata Activity Board Chairperson, Luke Thompson '13

Luke is also part of the Office of Diversity and Inclusion, and is on JC Connect and Facebook! He described JAB as one of largest and most recognized groups on campus, providing much of the weekend fun, and alcohol alternatives, such as

- **Madrigal**
- **Springfest/Colleges against Cancer**
- **Friday Night Live (series of performances)**
- **Mountain Day**

- **von Liebig dance in upstairs glass area very popular!**
- **New “Slip and Slide” Grand Prix**
- **Helping on “I heart JC” activity for Homecoming.**
- **Membership is growing and leadership is being developed.** There is great organizational development and energy. Have leadership development opportunities early on – they created an initiative where students can come up with activities, and JAB gives them resources and help. Trying to get more male involvement in activities.

D. Student Alumni Association member, Katie Shedlock '13

Katie explained SAA's goals to establish links between students and alumni, to show students/alumni how enjoyable and helpful it can be, and help students develop comfort in Alumni presence for professional development. She thanked us for networking with them at dinner last night; students enjoyed it.

SAA executives are working on making following SAA events better:

- **Homecoming Weekend**
 - **Golfcart help**
 - **Career Day help**
 - **Alumni networking dinners**
 - **Wine and cheese event**
 - **Senior Dinner and Salute**
 - **JC Connect.** Will consider how SAA can help with getting students on JC Connect ... gave it to seniors last year as a challenge. Brad - If there was a monetary gift for class who signed up most students, would it work? Yes!
- SAA gave prizes to people texting alerts re: Homecoming - marketing at Lobsterfest. Had 350 students signed up last year for Homecoming/Family Weekend. They gave them prizes to increase student participation; it worked well last year!

Thanks to students for taking time to come out and inform us of their day with us!

6. Career Services Update - Linda Carpenter, Executive Director of Constituent Relations.

- **Career Services is now under Development/Constituent Relations** as of June 1, overseen by Linda Carpenter, and including Director Darwin Kysor and new Assistant Director Mike Pennington. Moving career services into college relations is a college trend now. Juniata's model is Bucknell, who found that placing it within college relations helped them increase their internships, etc. It provides a real connection between alumni relationships and their employers. Mike Pennington will be the alumni liaison to build those relationships with alumni and employers. Internships can build into jobs as well, so they are important to obtain.

- **Designed a Career Services Task Force.** 127 alumni are HR professionals, and 7 of them will serve on the Task Force to reach out to other HR professionals to make inroads into other HR professionals. Frank Pote is happy to serve as a leader of that

effort, has had HR responsibilities in his jobs, and is a proven leader. Vision in 3-5 years is to have online modules, a transcript program around professional interviewing/presentation etc., and maybe mock interviewing through JC Connect for video-conferencing. There can be live campus mock interview days too. We can invite professionals we are working with to campus to do presentations on various modules. The task force will connect with the Alumni Career Committee as well. Career Services has good content but needs better website design to hold people there (average time spent there now is 3-4 minutes total).

- **Developing a professional, clean, new brand.** Print publications are being reviewed and templates re-designed. Students are being engaged to develop this brand so it will appeal to them. There is lots of new programming for the department. It is working with an outsourced group to help develop student relationships, as students don't come to office, so the plan is to take career information to them where they are: online. Individual counseling will be increased. Darwin logged 500 student meetings last year; maybe with two people can do 1,000 meetings!

Sarah Fisher mentioned the need for students to learn work protocols. Darwin teaches a POE selection course for undecided students, and another on "career search" - focusing on resumes, mock interviews, alumni interviewers. This helps clue students into bad manners out there and how they need to take charge, and that not "majors," but "skills" are being looked for: teamwork, initiative, timeliness, etc, helping students identify their own skills. Students are learning time management, problem solving, etc, and need to begin to realize how to market their own skills.

JC Connect is completely searchable - it's competitive in search ability against Facebook, etc. It provides quick lists of people to talk to in specific technical and geographic areas. Alumni Council needs to get the word out to other alumni to help JC along in this respect. More than 50% of the companies last year at the Career Fair had an alumni connection. We need more commitment from JC alums to bring others in! A student representative recommended that JC Connect be on the schedule of freshman orientation and creative writing seminars to get them started early.

Introduction of Mike Pennington, Assistant Director of Career Services: Mike worked as a Resident Director and in student activities at JC. He graduated from Dickinson. At St. Francis, he completed an HR and Education Management degree with a 4.0!

Mid-winter Term - Bruce Moyer asked if we have thought about a 1 month winter-term in which students can do applied internships, experiential learning and overseas study. It would increase numbers in this area and give opportunities to students who might not otherwise be able to accommodate such activities in their academic schedules. There is a month winter break, so it could happen. Faculty

workload is partial, is there need for staff support? It would have to be addressed over the long term.

Lunch and Field Station Tour

7. Alumni Office Comments

A. David Meadows '98

Since the Alumni Office has made changes since the last council meeting, David decided to list everyone's role in the Alumni Office to date.

Director - David Meadows '98 - Worked in Enrollment 7 years, then moved to Alumni Office 5 years ago, became Director of the Alumni Office in June.

Assistant Director, Katie Dickey '97 – Worked Enrollment 2 years and in the Alumni office 5 years. She is in charge of the Parents Program and Homecoming and Alumni Weekends.

Assistant Director, Christina Miller '01 - Worked 3 years in the Development office. Started Sept. 1 in Alumni Office and oversees Regional, Affinity and Communications focus. Two regional groups are up and running, now working on the Pittsburgh region.

Alumni Relations Specialist, Evelyn Pembroke – 23+ years at JC! She handles Alumni Weekend, is head of class notes for the Juniata Magazine, coordinates and supports Alumni Council meetings, and numerous other tasks.

Alumni Assistant, Christie Gibboney – in charge of alumni registrations

Plus 6 part-time students, including:

Katie Shedlock, Amanda Schmidt (JC Associates) who work on web stuff and JC Connect.

Everyone loves to work together very much!

Special 2012-13 Task: The Alumni Office will support Kepple's "final tour" this year, so this will take a lot of time. This includes China and Germany. The next year it will be a welcome tour for the new president!

Juniata Connect will be a big emphasis this year for staff as well. Thanks to Brad for pushing this!

Alumni Communications: E-Newsletter of Jodie Monger-Gray fizzled out after a strong run for many years, so Alumni office is looking for "great stories" on networking and news points – with a news frequency every one or two months. Katie will also send out a parent newsletter.

B. Christina Miller, new Assistant Director

Christina is a history/English major who graduated from JC in 2001, and lives 20 minutes from JC. Worked for Professor Paul Heberling as archeologist and

administrator for 7 years, then in JC development for 4 years, and since Sept 1, in the Alumni office. She attended recent regional events: JC-DC Nationals baseball game, and Ron Seiler's Beach Day.

C. Katie Dickey, Assistant Director

Katie manages the major on-campus events: Homecoming and Alumni Weekends. Last year the Homecoming event was revamped, and it was truly successful, 1100 people came. This year's event is riding the momentum, continuing strong marketing. Success is and will be determined by: participation, student involvement, campus-wide involvement, audience-specific marketing, Tom Kepple's marketing pose, parents and young alumni participation. Created reunion class Facebook pages. This year the 15th reunion will be at Homecoming instead of Alumni Weekend, along with 2001, 2006 celebrations. More people are coming back for each of them. 2011 is invited back for their Class Gift Presentation; 60 signed up. 807 people are signed up now for Homecoming, and it will continue to increase over next two weeks. Bad weather is likely affecting some signups. Alumni office is collaborating with Athletics Dept on scheduling games and space for events. Katie showed Council the Homecoming video on "I heart JC" - watch it on Facebook!

8. Committee Meetings and Reports.

Committee leaders and the executive team developed individual committee goals before the meeting, and met with their committees to review the goals further and discuss how council could best help meet the goals. After committee meetings, these goals were reported to the council at large.

Career Programs - JoAnn Bowman '75

There are three main goals:

1. Lead career networking between alumni, students, faculty and staff.
2. Lead Career Day Employer Recruitment Challenge * We challenged every council member to sign up to call 2-3 alumni who work for Fortune 500 companies to open the door for internships and Career Day participation there. We will send them "Talking Points".
3. Assist in the execution of Career Day.

Enrollment - Kelli Sheesley '98 (reported by Frank Pote)

There are two main goals:

1. Lead Gold Card challenge *We challenged every council member to sign up 1 gold card student.
2. Promote Gold Card program to alumni at regional events, on-campus events and through parents.
3. School visits: The committee distributed packets containing a list of school visits in the council members' home area by Juniata Admission staff. Members were encouraged to communicate with their respective admission counselor to see if they could assist in recruiting new students for JC.

Communications - Brad Haubert '93

The committee is striving to increase JC Connect from 586 searchable memberships during 2011-12 through 3 main areas:

1. Maintain Alumni Council presence on Juniata Connect * We challenged all Council members to have public profiles on Juniata Connect.
2. Advertise Juniata Connect on social networking sites, work with Alumni Office on methods to increase awareness.
3. Advertise Juniata Connect at alumni events.

Homecoming & Alumni Weekend – Chris Bair '92

There are 4 main areas of focus:

1. Planning and programming: What activities are conducted and how alumni and faculty participation can be increased. * We challenged all Council members to attend and volunteer at campus events.
2. Communications and notifications: How are individuals and groups made aware of the events and associated activities?
3. Participation and volunteers: What are overall participation levels and how does the Alumni Council take part in the events and support activities where needed?
4. Feedback and enhancement: What outcomes are being observed and reported and how can this information be used to enhance subsequent events and programming?

9. Adjournment.

Parisha again reviewed Council folder information, and reviewed the list of challenges provided to the Council during the 2011-12 year, including a challenge to reach 100% participation of Council giving to the Juniata Scholarship Fund. She thanked us all for coming, and adjourned the meeting.

Respectfully submitted,
JoAnn Bowman '75