

Fall Alumni Council Meeting: Saturday, September 15, 2012 at Raystown Field Station

<p>Alumni Present: John Batchelor '69 JoAnn Bowman '75 Christie Brown '92 Carole (Miller) Calhoun '60 Bill Chew '64 Chris Collins '84 Chris Gahagen '94 Lynne (Smires) Gale '72 Brad Haubert '93 Jennifer Jones '07 Heather Lecrone '09 Scott O'Neill '80 Douglas Spotts '89 Mandi Walls '99 Christine (Vrabel) Zlupko '99</p>	<p>Alumni Not Present: Christopher Bair '92 Sara (Davis) Bowen '01 Jack Carton '73 Katie Charles '05 Mark Francischetti '76 Justin Reiter '02 Ron Seiler '77 Parisha Shah '01 Kelli Sheesley '98</p> <p>Staff and Faculty Present: Tom Kepple, President Daniel Welliver '79, Associate Professor of Sociology Rob Yelnosky '85, V. P. for Finance & Operations David Meadows '98, Director of Alumni Relations Katie Dickey '97, Assist. Director of Alumni Relations Christina Miller '01, Assist. Director of Alumni Relations Michael Pennington, Assist. Director of Career Services Evelyn Pembroke, Alumni Office Specialist</p>
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- I. Call to Order: JoAnn Bowman
 - a. JoAnn officially welcomed the alumni council at 9:15am. There were about 7 alumni council members who could not make it. JoAnn thanked Andrew for the use of the Field Station for the day's meeting, noting that it has become increasingly popular with events. The Field Station is a 2004 LEED certified building and it is one of the first educational buildings in PA to earn this. Right now there are 11 students spending the semester in the residential area, with a capacity for 14. There are three educational semesters for students to come to the field station. St. Francis students also use the facility. JoAnn ended her welcome noting that the Alumni Council is still looking for a secretary. If anyone is interested, please contact her.
 - b. Introduction of the new members to the Alumni Council.
 - i. Doug Spotts – Alumni trustee, has been a council member in the past, assigned to enrollment, son is a senior in high school and touring Juniata today. Has another brother who is a Juniata alumnus as well.
 - ii. Chris Collins – been involved with the Juniata Scholarship Fund, involved in theatre.
 - iii. Christie Brown – POE in theatre, younger sister is also a graduate.
 - iv. Lynne Gale – remembers going to cabins that look different than this! Works at State College as Director of Certification, been involved in reunion planning, came to Juniata because of her Spanish professor in high school.
 - v. The rest of the alumni council introduced themselves to the group, as well as Dr. Kepple.

- c. JoAnn next reviewed what information was in our packet – our agenda, the June minutes, the strategic plan, the JC calendar of events, Juniata Presents Calendar, contact information, attendance list, and welcome notecards for new faculty members. There are also extra notecards for council members in case they ever need or want to send notes to students/faculty/alumni
 - i. Reminder: If you need new business cards, email Evelyn.
 - d. Brad motioned to approve the minutes as written, Lynne seconded the motion; everyone else approved the minutes.
- II. Why We Are Here: JoAnn presented to the group a PowerPoint introducing/reminding Alumni Council members of our mission and purpose.
- i. Included the college mission - to provide engaging, personalized experience empowering our students to develop the skills, knowledge and values that lead to a fulfilling life of service and ethical leadership in a global community.
 - ii. Alumni Council Purpose – to aid the efforts of the alumni of Juniata for the benefit of the college.
 - iii. 2009 – 2014 Alumni Strategy Benefits (information is in the packet) – four areas: connect with students, connect with college, connect with other alumni, connect with the global community – working this year on how to measure these interactions in all areas.
 - iv. Shared the Juniata Network through Regional Clubs (wheel)
 - v. New Initiatives: Expand our Regional Club Focus, Consider an Alumni Benefit Program, Play Alumni Survey Updated (Baseline Survey 2010), Build Content on Juniata Connect
 - vi. Juniata Alumni Council Leadership Goals: Recruiting Gold Card students, attending Homecoming and Alumni events, Joining and adding content to Juniata Connect, Contributing to the annual scholarship campaign, Recommending alumni for awards and council, recruiting/networking for student internships and jobs
 - 1. Juniata now has an Internship Endowment Fund (Scott O’Neill)
- III. State of the College
- a. President Kepple – last presentation to the Alumni Council! We will miss you Dr. Kepple – thanks for all you have done for the Alumni Council and Juniata College!
 - i. Dr. Kepple began his remarks by taking us back to 2008 and how Juniata dealt with a serious financial issue; came together with a consensus plan to create a better Juniata in the long-term...goal is for Juniata to be the best Liberal Arts college Juniata can be. Plan was: keep team together, used \$1M in reserves, zero payroll increases, lowered rate of tuition increases, and raised financial support for students. Juniata has not lost momentum during this time! Currently budget is still very tight. Endowment is still high (about \$83 million; want to get to \$100 million as the milestone)
 - ii. 426 students this fall (third largest in history) ... things are also looking good going forward for future class enrollment. This year’s class: under 60% from PA,

international enrollment is high - students from about 40 countries, about 30% from other states. Had about 2500 applications which is higher than normal. Typical SAT score is 1182; GPA is between 3.6 and 3.7 and has been consistent. 103 applicants came in on a gold card. Retention rate is about 96.7 from first to second semester and 92.8 from freshmen year to sophomore year. College goal is to graduate 80% of beginning class.

- iii. What/how can Alumni Council help?
 1. Get students to come to Juniata, help with jobs (students are doing well!), connect with Alumni. President Kepple has been to 22 states and 5 countries in the last year and a half and has seen many Juniata alums. Because of this, endowments have raised (money from estates).
 2. Dr. Kepple feels that if you can get students interested in three things: athletics, major, choir, etc they will stay...many students come to Juniata because of the *Colleges that Change Lives* book.
 - iv. Something the college is working on is transportation to get students who are not from here come to Juniata – how to make JC close to things? Working on it but it is a challenge – will become increasingly important as student demographics change. Negative aspect can be “what do you do outside of the college?”
 - v. *Chronicle of Higher Education* – Juniata has been named one of the top colleges to work for.
 - vi. Juniata was one of 50 colleges that got a \$1M grant from the Howard Hughes Foundation – will work to extend the genome project...extends and integrates the sciences into the arts.
- b. Rob Yelnosky – Finance and Operations – presented on the Campus Master Plan as well as coordinating maps
- i. Have spent \$79M since 1998 implementing plan (theatre, science center, close down 18th street)
 - ii. 20 year window: community, accessibility, sustainability, existing conditions, future expectations...plan allows for up to 2,000 students...price tag is approximately \$140 million
 1. 5 year highlights:
 - a. Goodman Field at Knox Stadium, 1-2 residence halls, renovation of BAC and South, Music building, Studio Art building, Juniata entrance features, 18th street, lights at Goodman Field, net gain of 200 parking spots
 2. 6-20 year highlights:
 - a. Sports forum, library addition, 1-2 residence halls, 2nd synthetic turf field, von Liebig addition, new world cultures/language/international building, new health and wellness center, commercial/flex space, rerouting of Scott street, 19th street, parking spots

3. Current projects:
 - a. Goodman Field at Knox Stadium (Fall 2012), Residence Hall at Ceramic Studio/Facilities (Fall 2014), Baker Renovations – more “food court” style; 90% of food will be prepared in front of the students (Fall 2013), BAC Renovations (TBD)
 4. Right now the Endowment is the priority, however new administration will look at balance between the Endowment and the Capital Campaign for new projects
 5. Alumni Council can help with recruiting students and bringing them to campus!
- c. Carole Calhoun – Alumni Trustee Report
- i. Has enjoyed being part of this group and continues to be impressed with the transparency from the administration in clear terms and the opportunities to discuss plans and the college future with the alumni council. Also appreciative of new journals, etc. and feels so good with where Juniata is and the recognition of all members of the JC community.
 - ii. Updates from July Exec Meeting
 1. Presidential Search (David will speak to later)
 2. John Hille – good news about enrollment, however he stressed that the competition for top students is tough and will only get more intense. Disappointments – decline in applications from the 12 counties surrounding JC, international students, and transferring students. Coaches are excited and recruitment led to 133 of the new applications; athletic students coming in with a higher GPA.
 3. Turf Field – wonderful and great appearance for the campus.
 4. Marketing Report (Gabe Welsh) – working on strategies to improve enrollment; create videos of campus life, weekly “what’s going on at JC?” connection with alumni has enhanced (especially with Tom’s travelling). Annual giving had 27% participation, came up with about 1,000 new alumni givers on donor list. Endowment is growing with 68 proposals to raise funds and many grants in progress. \$8 million raised in giving this past fiscal year. College is actively searching for IT/web position.
 5. Class of 1962 had highest giving for raising \$380,962.62 for their 50th reunion.
 6. Board of Trustees thanked the class of 2012 who gave \$40,512.87 with 81% participation. Their gift was a pavilion/picnic area of Sherwood, seal outside of Halbritter, and JC shrubbery near Knox stadium.
 7. New positions – ½ JCEL and ½ Business, new position with POE in social services for accreditation...12 faculty positions are being searched for
 8. Business and Accounting moving into graduate status.

9. Middle States Evaluation – report published in September, visiting will come in March and then the end of accreditation for March.

10. Academic/Events calendar approved for 2012-2013.

d. Daniel Welliver – Faculty Updates

- i. The whole college is looking at the leadership process, with the new president and new provost coming. Faculty is especially interested and taking an active role as they have the opportunity.
- ii. Middle States evaluation has been intense but everyone can see the light at the end of the tunnel. Big task is to involve faculty, staff and students in the process in order to tell the best story of Juniata as possible. Draft is currently being written, and chairperson will come to campus in October to meet with Steering Committee. Highlight for faculty is the Lakso Center for Scholarship and Teaching – will bring scholarship projects to inform teaching and learning communities are being developed. One such is for Junior faculty – helpful because it provides a safe space for conversations and creates bonds between faculty.
- iii. Alumni council can help the Junior faculty – Daniel and Jennifer are going to meet with this group for an hour to get their attention and reinforce their connection with the College. Assessment is important and gets a lot of attention and effort – Middle States looks at what you are doing to assess effectiveness of courses and of departmental goals. Big emphasis this year is faculty governance; faculty has realms where it governs itself and decision-making processes. One example is the role of department chairs – is the variation across departments good or bad?
- iv. Presented examples of challenges/joys of being a faculty at Juniata: developing courses, serving the college, advising, travelling, committee work, creating bonds with other faculty, creating a professional portfolio...Juniata is unique and a great place to work.
- v. How can alumni council help? Alumni can help faculty and come to classes...get faculty and alumni involved and working together....alumni regional networks be housing for students or help with transportation?

IV. Student Comments

- a. Robert Strauss '13 – senior class president/captain of the men's volleyball team/student rep for presidential search – Class is working on fundraising and their goal is \$40,000. Beginning to plan events for this year (t-shirts, celebrity bar tender). Class gift idea is to be part of Baker renovations. Class started a Facebook page and created a leadership council of those who donate \$200 in order to reach goals. Also created a text alert for seniors with updates for events/networking. Presidential search is now at about 15 prospects, working next on reference checking.
- b. Caitlin Bradley '13 – president of JAB – focused on bringing in activities for students on the weekends – comedians, bands, speakers, etc. Had a successful Mountain Day! The weather was great and there was a great turnout, with many positive reviews. In charge

of other events such as Madrigal, Springfest, May Day. Main focus this year is to increase attendance and keep up with leadership within JAB, and give underclassmen leadership opportunities. Realistically they will be the ones leading JAB in the future so upperclassmen are mentoring some behind the scenes aspects of JAB. They are also holding workshops to focus on leadership. These are mandatory for committee chairs, and will be optional for all other members. The workshops focus on things like event planning, leadership, networking and marketing, communication, etc. This year they might cancel the “major event”. They’re hoping for it now to be held every 2 yrs, but do not have that go ahead yet (cancellation due to finding a date that satisfies everybody, as well as a location. Furthermore, finding an act that everyone can enjoy and makes it worthwhile to bring). JAB wants to know how to encourage alumni/alumni council to come back? Brad suggested using technology to create conversation between alumni and students. This could also create inclusion in events that they not be able to make it back for: i.e., Madrigal or Mountain Day.

- c. Tara Black '14 – Student Government President/works with marketing at JC Blair – Student government has an updated logo this year, in hopes that it will be more recognizable to students around campus. SG helps sponsors a lot of clubs and events on campus. SG is encouraging Juniata students/community to vote through a website (TurboVote). For Homecoming this year there will be class competitions and a hypnotist. Biggest thing SG is working on is creating a FallFest, want Huntingdon community and students to get involved at the College.
 - d. Sarah Trescher '13 – Student Alumni Association – SAA’s goal is to establish connections between students and alumni. It is a great way to show students how amazing and helpful alumni are and help students to develop comfort in the presence of Alumni for professional development. A big thank you to everyone who attended the networking dinner last night, the students really enjoyed it! Events this year: Homecoming/Family Weekend, Career Day – we need your help! (February 22) – 98 employers last year (11 were Fortune 500 companies), Wine and Cheese Networking after Career Day, Senior Dinner, Senior Salute - gets students involved with JC connect and becoming a JC alum.
- V. Alumni Staff Focus and Activities
- a. David
 - i. Showed council what the completed mailbox looks like, \$50 each, first order of 25 was placed (right now have about 60 orders. If you want one go to: www.juniata.edu/mailboxproject).
 - ii. President’s Farewell Tour – Blair County and Boston are upcoming.
 - iii. Presidential search update: David gave timeline and update – recruiting period is over; there were 72 candidates total. Right now the screening is narrowed down to a pool of 26. September 28 about 6-8 will be chosen and off-campus interviews will be conducted in October. November 7-16 will be on-campus interviews. By end of December, beginning of January BIG announcement will be made (www.juniata.edu/president/search)
 - b. Katie

- i. Passed around Homecoming/Family Weekend postcard (October 12-14). Shared photos of past years (www.juniata.edu/hc). Event includes: Alumni career panels, breakfast with the President, Carnival on the Quad, Beer Garden. Current numbers: 535 people signed up as of Friday 9/14/12 (number is up from last year at this time and up about 500 in the past 5 years).
 - ii. How can alumni council get involved? Be there, get on Facebook and post/comment, volunteer! Three talking points for alumni: Gold cards/Parents Pride, Juniata Connect, and Career Day. Thursday October 11 – Alumni Panel with Office of Diversity and Inclusion. Alumni Office is involved in the Juniata College Sports Hall of Fame – inductions over Homecoming Weekend at 4pm; will induct five new alumni.
- c. Christina:
 - i. Over homecoming Career Panels (Friday): chemistry, education, English, health professions, history, IT and Computer Science, mathematics, politics. If interested in being on a panel – contact Christina. Open Houses (Saturday) include: chemistry, education, history, math/physics/engineering. Affinity reunion: 40th anniversary of Women’s Field Hockey.
 - ii. Alumni affinity groups of have been reinvented.
 - 1. JCPGH – 9 members of leadership team – making great strides! Hofbrahaus Happy Hour in March (25 people); Pirates Tailgate in May (68 people); Narcisi Winery in July (18 people). Next events: October 18 at Penn Brewery, Operation Troop Appreciation 5K in November. Also shared information on Camp Out for Hunger (DeVal – 3rd year). Alumni Council can help with events in local regions.

VI. Committee Reports

- a. Communications Committee – updated communication with alumni regional groups. Challenge students to provide content – one example a live Madrigal report. Each council member will be asked to provide something by end of December and then end of May (news/pictures, etc).
 - i. How are we going to support? Provide a list of events where JC Connect information will be passed out, what type of information should be put on the site? Updates from regional groups and guidelines on how to post content online. Create list of features for historical archives. Team is going to check out the video conferencing option. (Brad as VP) get alumni council group active. Want to start creating potential benefits of JC Connect. There will be changes on Juniata Connect – benefit will be online directory. People have option of opting out if wanted – great improvements will be made; continue to look at the new version.
- b. Homecoming and Alumni Weekend Committee – JC Connect goal to highlight events with posts so people see what is going on; also use it for personal messages one-on-one. Regional goals/events have a council member there if possible so the regional clubs know what is going on and to bring it up; let people know what is happening on campus.

Additional goals are to coordinate volunteers at events and also to help Katie increase participation at reunions.

- i. Full council goals are to attend the event and/or help at event or promote the event.
 - c. Enrollment Committee – talked a lot about the gold card program and how to talk/share the program to alumni and ways alumni can participate and take active involvement in enrollment. Goals for JC Connect: Gold card button so people can learn more about it...need to think about how to message it and make sure that misconceptions are addressed. Regional goals to talk at a leadership team meeting or attend event to encourage enrollment to the regional events. Additional goals are submitting a list of alumni volunteers who would possibly be interested in volunteering.
 - i. Full council: 100% participation; submit a gold card, recruit an alumni to submit a gold card, volunteer for an enrollment/career fair in your region, or recruit a fellow alum to volunteer. Driving and increasing enrollment/using the scholarship component is a great goal and has a substantial impact on the future of the College. Committee may also write guidelines on how someone can “find a student” to recruit. Some people may not know how to recruit a student or what kind of a relationship you might need with a potential student.
 - d. Career Committee – JC Connect goal: help to streamline all the Career Services resources by putting a Career Services/Jobs/Internships tab on Juniata Connect to help streamline all the available resources. Regional goals are to have the regional networks have their own career networking events and help to support career services and alumni council. Additional goals are to continue the networking events that happen on campus each time that we are here.
 - i. Full council goal is to have each council member reach out and invite at least one company to Career Day and bring wine/cheese to the networking event.
- VII. Wrap Up: JoAnn wrapped up with a summary
- a. Today we: introduced council members, understood mission, approved June minutes, heard administration/student/faculty comments, planned detailed committee goals. Each council member then went around and shared what each member liked and think can be worked on for future meetings.
- VIII. There was a motion to end the meeting by JoAnn. Chris Collins seconded the motion and there was a group consensus to close the meeting. See you at the February 23, 2013 meeting!

Respectfully submitted
Jennifer Jones '07
Chair, Career Programs Committee