

Juniata College Alumni Council – Juniata Field Station @ Raystown Lake

Saturday, September 13, 2014

Members Present:

Ashley Appleman '07
Annette (Reeder) Bair '93
Christopher Bair '92
Sara (Davis) Bowen '01
Christie Brown '92
Nicole Close '92
Chris Collins '84
Bonnie (Wineland) Crawford '64
Fran Fiorino '78
Lynn (Smires) Gale '72
Marissa Gunn '05
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

Staff and Faculty Present:

Linda Carpenter, Executive Director of Constituent Relations
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
Sharon (Simpson) Yohn '99, Assistant Professor of Chemistry

Students Present:

Eli Murphy '15
Kunal Atit '16
Elizabeth Faust '15
Thomas Tuyen '15

Members Not Present:

Mark Francischetti '76
Doug Spotts '89
Mike Valdiserri '81
Jennifer Wade '88

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

Call to Order/Welcome/Introductions – call to order at 9:01 by Chris Bair – went around and introduced ourselves and a fun fact from our time at Juniata.

Review of Agenda, Packet – at 9:24 Chris went through the items in the packet – membership roster, gold card, events calendar, committees, agenda, minutes, strategic plan for alumni council.

New Faculty Notes – if you have green piece of paper to welcome new faculty to Juniata – this is a great way for alumni council to make contact with them.

Approval of June 6, 2014 Minutes – minutes were distributed earlier this summer. Christie motioned to approve the minutes, Brad seconded the motion. All Council passed the minutes.

Overview of Alumni Council's Purpose – Chris sees group as an enabler across different groups on campus – students, faculty, staff, parents, alumni...we need good information from administration, faculty and students about what is happening on campus and then use that information to inform committee work and use as a communication vehicle from the college to other constituent groups and the larger alumni network.

9:30 a.m. Administration Comments – Linda Carpenter, Executive Director of Constituent Relations

Linda welcomed everyone. Today is the Community Open House on Campus – community can see and tour the campus, meet the President. Expected to have about 100 community business leaders come to campus. This will assist with better relationship building with Huntingdon community.

Linda said that there were 3 topics she was going to speak on.

- 1) **Progress of Strategic Plan** – Formed a strategic planning committee, working on gathering information. **Strategic plan has three focus areas – People, Place, Programs (academics).** Right now determining priorities and assigning responsibilities. *People* – wellness – physical, emotional spiritual, academic – all the components that allow us to graduate well-adjusted adults. Diversity and ways to increase students and staff – internationalization. *Place/ environment* – campus infrastructure – updating of campus buildings, new buildings and additions to allow for growth. Also looking at transportation options for students outside of PA, access to campus and international students – how to house students when going home isn't an option. Recreation – what are the needs of students today as far as active recreation and then better engage what is available. *Programs/academics* – look at curriculum and the demands of the market. Looking at enhancing the center for scholarship teaching and learning (SOTL) – faculty development, cutting edge of teaching and learning. Academic rigor – strength of Juniata – need to make sure it stays. Sense of community. Academic assessment – how are we performing, what tools are we using, what resources we need. **Timeline** – first draft by October Trustee Meeting, Metrics for success in February, then then rolling it out to Juniata committee next year.

People initiative – also includes alumni – nurturing and growing a vibrant community

- 2) **Enrollment and Rankings** – this year second largest class of freshmen. Great accomplishment to celebrate and also presents challenges. 50 came in for football – very large football team, what happens when men aren't playing. Compiling attrition – drop / add has just ended. Numbers coming out in specific reports. In US News and World Report – Juniata dropped 5 places from 100 to 105. May be due to attrition, possibility financial impact from economy. Looking at retention – strong but not as strong. In Forbes ranking went from 178 to 133. Good news for Juniata – growth and stability as an institution. Rankings are a public measure. Does not force us to change who we are. Average admitted student GPA is still around 3.74. Freshmen numbers are still being finalized. Approximately 445...last year under 445. Largest was class was 2008 and at around 460 attendance. Total enrollment is around 1600 but not all them are on campus. 100% of students receive some type of financial aid. A lot of discussion around that nationally. Tuition and room and board is approaching \$50,000. The real cost is a lot more. Juniata is fully engaged – how do we keep it affordable? Average student has \$31,000 debt when graduating. Need to get creative. What has driven up the cost – retaining talented faculty and administrations, health insurance and benefits, utilities and energy, number

1 expense is human resources, Juniata may still be low in pay scales compared to peers. There is lobbying at state and federal government and how to pay back student loan debt. National average for default on debt is 6-8%; Juniata's is 0.6%. Hard to know what average Juniata graduate salary is. At 6 months, 90-95% of students are employed or in grad school. National average is around 60%. How is Juniata preparing students to manage finances and debt/life skills? Something the college is looking at and cannot address that the college is doing anything. Maybe a financial wellness component – should something be added? CWS – writing and life on Juniata, adapting to new situations. Discussing weekends on campus – amnesty law...prepare new students living on their own and situations that are uncomfortable with. Providing networks and resources. Strategic plan will not answer all the problems but provide initiatives. Curriculum will look at FISHN requirements. There are many things in the strategic plan that committee wants to do, priorities will emerge and primary components will happen. **Alumni council will be one of the first organizations to hear about strategic plan.**

- 3) **Information on New Provost** – Lauren Bowen became provost on July 1. Prior to her arrival at Juniata, she worked at John Carroll University, in University Heights, Ohio, a suburb of Cleveland. She served as assistant professor of political science beginning in 1989 and had been associate vice president at the university since 2007. She earned her BA at The Ohio State University and her MA and PhD in Political Science from the University of Kentucky. Lauren and her spouse, Kevin Snape, have three children: Emma who is 19 and a sophomore at Oberlin College, Clare who is 17 and beginning her senior year at Shaker Heights High School in OH and Ben who is 14 and a rising 9th grader at Shaker Heights High School. The family is staying in Ohio for Clare's senior year and then plan to join Lauren here in the Huntingdon area. Linda feels that she is a dynamic and strong woman. Provost is the senior leader for academic areas – faculty and registrar.

10:00 a.m. Trustee Comments – Nicole Close '92 (Doug Spotts is in Hawaii)

Trustees have not met since last report – not much to update. Trustees will be on campus October 30th-31st. Bill Rys also joins Council as the newest alumni trustee. Nicole explained a little bit of her role. The three Alumni Trustees represent alumni to the board. The Trustees are Jim Troha's boss – they make sure the college is going in the right direction. An alumni trustee ensures the alumni are represented and that the interests of the college are being represented when thinking about the overall health of Juniata. Alumni trustee is a different role – not as active in doing things but provides oversight. The alumni trustee term is three years. Juniata also has three church trustees. Three years is just enough time to know what you're doing but maybe not make an impact around that. Alumni trustees may become new regular trustees. 40 trustees on the board total. Other board members are alumni and non-alumni ...purposeful in increasing diversity on the board. There are about 16,000 Juniata alumni – many non-alumni board trustees are tapped for specific reasons and things to bring to the board – for example international recruitment from China, finance, lawyers, higher education, etc. for varied interests and perspectives. The awards and nominations committee comes up with three alumni trustee nominees that the VP takes to the board for selection. The senior trustee member (currently Doug) does the reporting (back and forth) between the Alumni Council and the Trustees. Trustees now have 4 meetings a year (formerly three).

10:15 a.m. Faculty Comments – Sharon (Simpson) Yohn '99, Assistant Professor of Chemistry

A lot of Sharon's comments overlap with Linda's. A few big things – importance of funding for faculty sabbatical and high teaching loads. Faculty love students. From a faculty perspective – a lot of change is happening. The new administration team is finalized. Response from faculty has been good. Sharon feels there is a positive change for the provost – Dr. Bowen is very respected. As new people come in, they need to learn the Juniata systems. One thing the new provost is good at is asking questions. Example – “Why are you doing xxx this way?” It forces faculty to think about

what can be done better. Lauren wants to make things more transparent, standardize, clarify. For example – when a faculty goes on sabbatical, they can ask for support. If they ask, can get funding, but not everyone knew that so not everyone asked. Now there is a procedure and a committee. One thing Sharon enjoys with new administration – they are interested in keeping the good components about Juniata – what makes us all love Juniata and makes it so special. Love how Juniata takes care of the community. Want to make sure that we keep things. And retain a balance. Good team for working towards the middle point.

One change is the legal climate and how that affects students. For example – driving a campus vehicle – have to do online test and driver test – need insurance to cover us. Chem labs – used to wear safety glasses. NOW – wear safety goggles and lab coats. At last faculty meeting had serious conversation about Title 9 – sex discrimination/sexual harassment in any facet. Faculty are mandatory reporters – constantly learning about the legality. These are important changes but the reality of the world. Another change is seeing President Troha embrace the Huntingdon community.

The Master Plan is huge – who is Juniata and who do we want to be? Good job of what makes Juniata special and what do we need to keep. What do we need to let go of because it doesn't serve Juniata. Everything is done in committees – but change does not happen quickly. What disturbs – climate change is something that is going to happen. Overall, Juniata is emerging strong and better and keeping what is special and unique to Juniata.

10:30 a.m. Break

10:45 a.m. Senior Class Vice President Comments – Eli Murphy '15

Christine (Senior Class President) is at a volleyball tournament, so Eli is representing the senior class. Focus for the year is fundraising – wine and cheese event, senior dinner, and senior week. Currently talking about potential options/student events/networking events/all thoughts of things to do. Fundraising ideas are: selling Juniata cozies, Juanita t-shirts. New ideas – movie night at the Clifton 5 (November 21), portable stadium seating with Juniata logo – hoping to have by Homecoming. Twist on “toothpick” holder (shot glass) – getting other shapes like beer boot or mason jar. If interested in any items from the senior class, contact Eli or other officers. Since it is early in the semester, the senior class has not yet talked about class gift but discussion will be starting. Senior Class Reps will send out survey to senior class to get anything possible on the board to start discussing. Want something that is useful and will better the Juniata community. If Alumni Council has ideas, please feel free to share. At this stage it is the most important time for networking, great asset to students and is invaluable. Eli is excited to be in his senior year and joining alumni. Question from Council – What are efforts being done for students that aren't traditionally involved? Eli's response – main thing is showing how alumni networking works – word of mouth and how it affected me and could affect you.

10:55 a.m. Juniata Activities Board Comments – Elizabeth Faust '15

Most of what JAB does is entertainment and study breaks for students. Friday Night Lives/Saturday Night Lives, bands, comedians, spoken poetry. Already this semester had 4 events – one was a foam dance party. About 100 – 150 in front of TnT patio and all food was gone early. Had a Wednesday night event with speed painter – inspirational and fun and every chair was full. Also had a painting activity, with about 40-50 people there. First class band from Barbados had 50-60 people in baker. Last night Mitch Clark came in and he stayed until midnight. A lot of the freshmen are enjoying FNLs. Other events JAB does is mountain day – everything is set and ready. Madrigal theme this year is a masquerade ball, and other important events in the spring is SpringFest and May Day. Focus is to get an increase in attendance at events and also on the JAB Board. Question from Council – “How do you find “acts” to come to Juniata?” Each spring, the new JAB Board goes to APCO conference, which is a space for college show companies for the next year. They also have a set budget to work with. JAB plans events around schedules of other

major events on campus – usually in the spring there is a lot less. But, every weekend on campus there is something to do, especially things that do not include drinking. Now, a lot less students go home for the weekend – they stay on campus and have lots of social interaction.

11:05 a.m. Student Government President Comments – Kunal Atit '16

Juniata is going through strategic plan. This year SGA is going through its own self-evaluation process. Student government used to be a really strong advocacy group. As of now representation has gone on the back burner – and they do not advocate for students...they just give groups money. Each student pays \$85 per semester for activities. Have a chance to put students on all the committees – tools aren't used to advocate for student needs. Question is – what does Juniata student government offer? The answer – large scale issues that need a collective voice – examples: tuition, sexual assault policy is only as effective as the buy-in of the community, % of votes should go up. So, Kunal is leading SGA through reform and re-evaluation. Question – “How can alumni council help?” Student government needs to follow-up for student input using technology. Survey – use technology and integrate. Guidance from alumni council may help: Jigar Patel, Brad Haubert, Bill Rys are all past members of SGA. Also, how to get students to understand – guidance with dissemination. Kunal closed by saying that being a student representative to the Board of Trustees is powerful and remarkable.

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

Thomas has been in SAA since freshman year and an exec member since sophomore year. Have student volunteers at events along with alumni council volunteers. **Thomas eloquently put it that the purpose of SAA is “to engage students both into a professional environment where they can utilize their communication skills while connecting and networking with Alumni from both in and outside of their field of study.”** Students enjoy networking with alumni. SAA's first meeting is on Monday. They had 70 people sign up at LobsterFest. Thomas encouraged council that if they are in the area to stop by campus. Question from Council – “How are student groups working together?” JAB and SGA have sit-downs to work with what roles are with each other. SAA and Senior class coordinate senior dinner. Senior class downfall for student body as a whole – running “joke” – 90% of the jobs are held by 10% of the students. Most leadership opportunities are held by the same group of people. It is harder to get those NOT involved to the point where the “involved” students are. Challenge getting other students into leadership positions.

11:25 a.m. Review of Committee Goals and Committee Breakout Sessions – Christopher Bair '92

See Alumni Council Goals PowerPoint from Chris Bair

Alumni Council brings ****purposeful engagement**** We are volunteers – what we want to do is focus efforts on areas that bring best effort to college. Quantify and benchmark where we are going forward. Know where we are today and how to move forward. Are we moving the needle forward?

This year, Chris wants to put together a scorecard and definitions for self-reporting. Alumni Council will self-report data to Chris and it will be aggregated before meetings to see our progress. *Gather in January, share in February, Gather in May, share in June.*

Don't forget to track volunteer hours on the time sheet below – include travel time
www.juniata.edu/alumni/volunteer/report.html

12:00 p.m. Lunch

1:00 p.m. Strategic Planning Overview – Scott Snyder '85

Very excited about the opportunity to help with the Strategic Plan. Things are changing – this is our opportunity to change the alumni council and do things differently. Thus far, the committee has

met with enrollment, career services, and development office liaisons to be as transparent as possible to develop plan. Liaisons were excited to have a voice on this board. We have the ability to mesh offices as alumni council. Previous strategic plan was vague. Committee has ideas, nothing is written in stone. Timeline – President’s Strategic Plan done in March and Alumni Council’s Strategic Plan done in June. Everyone’s input is welcome. Think big – What can we do? Start to build capacity for rest of the alumni – it’s time for us to step up and have very doable action items. We need to involve the students and be more transparent to enhance the buy-in. Are you committed to this program? We need to track our goals and if we’ve met them, and how we can keep moving the bar higher. How can we get better? Colleges that survive have good support systems and endowments. Think creatively about how to get buy-in. Where are we at with the strategic plan and are we on track? Need to be invested.

- Enrollment – revamp JAA; have alumni meet with student applicants. Continue to be an arm in the efforts of the enrollment office.
- Career Development – extremely low resources. How can we help? What help can be done with a mentorship program without taxing staff? Too many volunteers without meaningful tasks is a problem keeping people engaged. Is there a different approach? Maybe we tackle mentor program three years down the road. Career Day is obvious intersection (improve participation). We can work with SAA to educate students that Career Services is underutilized.
- Development – assisting with fundraising. Initial contacts and follow through to finish through peer to peer. PARTICIPATION of alumni is how we get money. Doesn’t matter what you give – build relationships. We have 30% participation – WHERE IS THE OTHER 70%? How do we reach them? How can we help?

Throughout the next few months alumni council will be getting things from Scott and Chris. Open the emails and provide feedback so we can reach these goals together. We should want to provide these Juniata opportunities to current and future students. We all have one thing in common – we are Juniata grads and we can do whatever we want.

In June at the Alumni Council meeting – we want people to be there to say we are on board with this plan. This is more of a commitment than three times a year. February 2015 there will be a rough draft and we can read it and circulate it and then take draft back to final and then send it in May and make a final approval in June. This strategic plan process is going to be transparent.

1:30 p.m.

Alumni Office Comments – David Meadows ’98, Katie Dickey ’97, Christina Miller ’01

There are things changing in the alumni office as well. Timeframe for Evelyn – currently in a 3-year phase retirement. First week of November she will be making the transition out of alumni office to development office to focus on stewardship (reporting to Cathy Closz and Joe Scialabba). What is stewardship? 1) Impact statements about where money is used, 2) Just saying thank you. Her last major project in Alumni is class notes for Juniata magazine. Evelyn has helped with David sending out a letter. Dawn Scialabba will now be in charge of the information for the magazine and producing the letters. The whole office is evaluating what they do and how they do it...still transitioning. What brings most value? Because new things may be added to the alumni office.

Christina – taking care of regional clubs – Del Val, JCDC, JCPGH, and CPA – leaderships teams in each are changing meetings from three times a year to two times a year. Focus on quality of events versus quantity. Possibly have 8-9 events per year and make them more substantial, more service, current and prospective students. Christina also assists with 50th reunion planning. Begin working with the 50th reunion after alumni weekend. Work on the event coordination portion – Friday night gathering, Saturday night dinner, other events as needed. Working with Kristin Noetzel in the development office who does fundraising portion – the past two 50th reunion classes have added around 2 million to the endowment.

Katie – update about homecoming and family weekend. Gave a historical perspective – in 2009 attendance was 600 people. Areas of improvement added. Bring back alumni. Carnival on quad/family friendly, targeted marketing. 2010 attendance grew over 25% to 1100. In 2013 there were 1,700. Year after year, it keeps growing! This year parent numbers may decrease because it is the weekend before fall break. At some point the attendance may decrease or level off. So far that has not been true. Registration deadline is approaching – so far this year we are a little ahead, but will know more about the numbers soon. Katie will let us know the number in February. Highlights – carnival on quad for young alums with families, things for students to do with family, theatre presentation, basket bingo, Juniata Presents, Beer garden (Weyerbacher and Rivertowne) wine tasting, and affinity gatherings – African American Student Alliance 10 year celebration and Men’s Rugby celebrating 40 years. Also, inductions into the sports hall of fame, as well as reunions for 5, 10, and 15 years – basically a full Friday and Saturday of programming. How can alumni help out? Volunteering and encouraging others to come!

Upcoming alumni directory updates – getting closer to the time that it is moving forward. Sally Oberle and PCI – this coming Friday will be the first data transfer so they can begin to prepare. Concerns from last meeting – contracted with the company PCI. Why would we even do one? Reality is that some people will want to buy a book. Last one was 10 years ago. Challenge is that ability to share information with others is limited. When someone wants to reach out, the Alumni Office can’t give information without permission. Should be able to share information in an efficient way and the directory will address that. Two options – book and CD, now is a book and a USB flashdrive. Also taking the opportunity to ask can we share your information with alumni and students who request it for social and career networking? Juniata Connect was an attempt and it did not work out – people need a directory and not a community. Opportunity to create an online directory – PCI does not do that, but it is a next step for a secure online directory. If that happens, Juniata Connect will be gone. Postcards and emails go out at the same time – if don’t respond, phone call will happen by certain date ~6 weeks. Council’s role will be to share with people. Legit because alumni are asking!

- What are going to be the FAQs? David is working on questions to help people understand – legit or a scam, will the information only be used for a directory, how will I update my information, can anyone purchase the directory, when will I get it, can I choose some or all of my info to be included, how can I cancel it and change my mind later, basic questions. Why is Juniata doing this? Do people really want a directory? Is Juniata using resources/paying for this? No – but PCI makes money from the sales of the directory. Who would really want this? Show sales from past and also other similar institutions. What is the cost? Does Juniata get a portion of the money of the sale? What is the format of the flashdrive? What do you do with other information that is not printed in directory?
FAQ link is www.juniata.edu/alumnidirectory.

- 2:15 p.m. Committee Breakout Sessions**
- 4:00 p.m. Reconvene for Committee Reporting**
- 4:05 p.m. Communication – Heather (Lecrone) Ott ’09**

Talked about the three goals:

- 1) Build on foundation and have president send out a letter to faculty. Target faculty in departments. Projects with faculty; POE by Donna Weimer in integrated media arts and how alumni council can help.
- 2) Council highlights. A few sentences with links to more detail elsewhere. Send out to all alumni with committees – two sentences; picture of new residence hall, JAB foam party and what is being worked on.
- 3) Survey past council members if they want to be involved ask for feedback after highlights.

- 4:10 p.m. Enrollment – Annette (Reeder) Bair ’93**

- 1) Enrollment office is in a large transition. Liaison is identified. Should settle down by October – have more of a plan by mid-November.
- 2) GOLD Card. Dedicated and focused people as an opportunity to share ideas about how to reach students if you may not know any – awareness for all alums; a range of target campaigns to certain classes of Juniata grads who have more of an exposure to high school age kids. Target classes with college-aged children. For 40th & 50th reunion committees – encourage them to ask themselves, “Who do I know at my church or elsewhere that I could give a GOLD card to?”
- 3) Participating in JAA. Katie shared a map showing counselors in various regions and the committee will be helping directly with contacts. **College Fairs happening here:** www.juniata.edu/admission/travel.html.

4:15 p.m. Special Events – Jennifer Jones ’07

- 1) Use “Talking Points” about Juniata for Alumni Council members to use when they are back on campus – 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) Reach out to faculty to increase faculty participation in the Alumni Awards Assembly held during Alumni Weekend

4:20 p.m. Strategic Plan – Scott Snyder ’85

Strategic Plan Committee met with each of the groups during the breakout and had good feedback from the council. It is a strategic plan and where we are headed, not an execution plan. Next step is to round back with the committee and students in October. Bill Rys will go back to the Alumni Trustees. A summary from the past two days will be sent out. Look at everything in November, send feedback and develop another rough draft. Final rough draft and input at February meeting. Get final copy in April, in June roll it out. When responding, use judgment for reply and reply all.

4:30 p.m. Wrap-up

Minutes from today will be rolled out. PowerPoint Slide Show with goals will be sent around to everyone. Executive Committee – President, VP, Past-President and Exec Committee will have 4 calls throughout the year – November, January, April and May. All committees will also have calls to stay engaged in the coming months for action items. Alumni office is always a phone call away. Use your business cards, sign up for Homecoming and Family Weekend.

Agenda – if there is any feedback/topics/things to discuss for February send to ideas and comments to Chris. There will be a time block to work on the strategic plan. Chris thanked everyone for their focus and time and energy and encouraged us to continue to stay engaged. **Be an enabler** around activity points, share information with those in our personal networks, and keep goals and objectives in mind.

Lynne Gale motioned to end the meeting, Chris Collins seconded motioned to end the meeting.

5:00 p.m. Dinner