

Meeting Attendance

Those in attendance indicated in bold


Council Members	Staff and Faculty
Ashley Appleman '07 Annette (Reeder) Bair '93 Christopher Bair '92 Christie Brown '92 Nicole Close '92 (Via Phone) Bonnie (Wineland) Crawford '64 Fran Fiorino '78 Shane Gallagher '10 Tim Gill '08 Marissa Gunn '05 Stephanie Haines '92 Tracy (Stough) Grajewski '86 Elise Mihranian '14 Brenton Mitchell '06 John Noble '61 Heather (Lecrone) Ott '09 Jigar Patel '08 Bill Rys '96 Greg Schmidt '77 Diane (Morrow) Snider '79 Mike Valdiserri '81 Jennifer Wade '88 Roxann (Binner) Yon '84	Michelle Bartol '84, Dean of Enrollment Katie (Padamonsky) Dickey '97, Associate Director of Alumni Relations Chris Gibboney, Alumni Relations Specialist Genna Kasun '06, Director of Social Media and Content Coordination David Meadows '98, Director of Alumni Relations Miranda (Gresko) Peruso '00, Director of Annual Giving Christina (Garman) Miller '01, Assistant Director of Alumni Relations Sharon Yohn '99, Assistant Professor of Chemistry Gabe Welsch, VP of Advancement & Marketing
	Students Present
	Matthew Colabella '18, Juniata Activities Board, VP of Membership Adena Delozier '16, Student Alumni Association Executive Board Member Reese Fisher '16, Senior Class President Lauren Lesser '16, Student Government President

Action Items

	Action Item	Owner
1	Like Alumni Council Facebook page and invite ten friends	All Alumni Council Members

Meeting Minutes

Time	Topic	Minutes
9:03 AM	Call to order	<ul style="list-style-type: none"> Christie called the meeting to order Started the meeting with a meet and greet activity led by Brenton Approved minutes from September 2015 meeting
9:23 AM	Administration Comments	<ul style="list-style-type: none"> Presented by Gabe Welsh Reviewed recent events <ul style="list-style-type: none"> Career Day <ul style="list-style-type: none"> 122 Registered Employers Employers continue to find Juniata students are prepared, professional and good to work with


		<ul style="list-style-type: none"> <ul style="list-style-type: none"> <ul style="list-style-type: none"> ▪ More than 50 employers came through with alumni or parent connection ▪ A copy of the career day employee directory is included below <div style="text-align: center;">  <p>Career Day Employer Directory 2</p> </div> ○ Top Scholars Program <ul style="list-style-type: none"> ▪ Enrollment program targeting high performing and highly sought after high school students ▪ Students meet with faculty and have the chance to win an award of additional scholarship funds ▪ Program also helps those students who do <i>not</i> win come to JC because of the connection they make with the JC community while on campus • Gifts to Juniata <ul style="list-style-type: none"> ○ Most gifts will come in during the next 60 days • Context of our work as alumni <ul style="list-style-type: none"> ○ Juniata has been gifted a farm with details provided in the magazine and with an online video ○ The campus appreciates alumni likes, shares, and other new Facebook options ○ Next time we come to campus, work on the media center will be underway and work on the new soccer stadium should be completed ○ 15 Million Investment in infrastructure on the campus by taking advantage of low rates available on the market. College does not believe this will negatively impact its bond rating <ul style="list-style-type: none"> ▪ Ensuring that classroom spaces are conducive to the new methods of teaching ▪ 6 million is to bridge the start of construction for gifted monies and the debt will be paid when the gift is received by the college ▪ Improvements to Good Hall with focus on accessibility ▪ Improved signage for visitors on campus ▪ Library improvement to create a true intellectual hub on campus, expected to be an area of fundraising interest • Comprehensive Campaign <ul style="list-style-type: none"> ○ A comprehensive campaign is more than just fundraising but also about how to align the college to the strategic plan and creating a platform to improve the quality of the college ○ Goal is to enhance the student experience at JC <ul style="list-style-type: none"> ▪ Common sense for JC but other colleges often perform expansion and less student focused campaigns ○ Focus on Co-Curricular life <ul style="list-style-type: none"> ▪ Aligning academics with the other activities that occur on campus and how this contributes to student
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		<ul style="list-style-type: none"> development <ul style="list-style-type: none"> ▪ Physical structures along with programs ▪ Current focus on campus due to ongoing interview for the next VP of Student Life and Dean of Students ▪ Referenced article in Magazine with “old documents” picture ○ This has been occurring at JC with the first one having a goal of 200,000 around the time the first light bulbs were installed ○ Estimated 120 Million campaign <ul style="list-style-type: none"> ▪ 22 Million booked based on initial planning ○ How does this relate to alumni council? <ul style="list-style-type: none"> ▪ Reminding people to participate in annual giving ▪ Explain the story of the campaign so people understand the goals • Looking to hire an Associate VP to handle the day to day operations of the campaign • Brand Equity Study has been completed <ul style="list-style-type: none"> ○ Early on the lead of the research team said that he thinks JCs students push the college and the faculty as new POEs come up and the faculty find ways to make it happen ○ Real earnest and committed community that is not seen at many other colleges ○ The path they take to choose us is they are coming to find a specific thing and come to trust in the place and become engaged in the community ○ JC students really go through a process of thinking about themselves and who they are ○ Location is an asset which the college has not fully capitalized on and it’s partially being brought out in the materials the college produces <ul style="list-style-type: none"> ▪ Location provides an “intellectual oasis” ○ Two adviser and POE system is viewed as distinctive in the marketplace even though the college needs to work through internal development of the program ○ Recommended that our graphics may not make sense any more, specifically the leaf in the logo • CFO Rob Yelnoski is transitioning his role to become the lead of management of the strategic plan <ul style="list-style-type: none"> ○ This role is common at colleges of our size and complexity ○ This will not be a VP role leading to a pay cut which is supporting of his current work-life balance objectives ○ The last 2 VP vacancies picked by a search team. This one (VP of Finance) is a good one for the president to pick ○ John Wilkin will join JC in August and we will be back to having a complete senior team at the college • Diversity on campus <ul style="list-style-type: none"> ○ As we get increasingly diverse, it increases the opportunity for conversation. Sometimes these conversations go sideways and bias occurs
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10:12 AM	Trustee Comments	<ul style="list-style-type: none"> ● Nicole Close via telephone ● Last meeting was February 4 on campus ● Reinforced that our presence on the board is very important and a continued focus on getting alumni involved in campus decision upfront and in the initial phases ● Brand study items important to alumni <ul style="list-style-type: none"> ○ What makes a great college brand <ul style="list-style-type: none"> ▪ History/Traditions ▪ College Campus ▪ Alumni that stay engaged ○ 98% of alumni said they were proud and recommend the college to others ○ Wanted to improve Career Services ○ Improve network between alumni and current students ○ Maintain student faculty relationships ● Creating physical space where alumni could skype with students to provide mentoring and other advising to students and how this will play into space as part of the larger update of learning spaces and experiences ● Spring Meeting April 21 to 23 and Winton Hill ground breaking will be on Saturday April 23

10:23 AM	Faculty Comments	<ul style="list-style-type: none"> • Presented by Sharon Yohn • Interesting time to be working in higher education and to be working at JC • Demand for assessment to prove that higher education is worth it and JC is worth it • Extremely competitive environment in PA for small liberal arts colleges • With technological changes there are increasing questions about why do you physically go to college and what is the value in that • JC is viewing the required changes with open eyes and taking the issues head on in order to remain relevant and competitive • In the past year it felt like there were so many administrative changes and that after the new people came in things would go back to “normal.” Instead, the new people are asking the campus to question everything which is exciting, stressful and challenging • The ground is shifting under us and the only thing remaining to guide us is our core values • The tricky part is that you can not discuss these items in a silo but rather must be discussed together because they all interrelate • Focus on coming up with intuitional outcomes of what students will leave JC with <ul style="list-style-type: none"> ○ High-Level Categories <ul style="list-style-type: none"> ▪ Knowledge and Skills ▪ Intellectual engagement ▪ Interdisciplinary ▪ Engagement with the world • A vision of the library becoming a new academic hub with everything in one location and a location that bring students together to work despite technology that removes the need to be physically located together • A typical faculty member does what is known as 3/4 with 3 courses one semester and four the next semester. In addition to this, the faculty are being asked to <ul style="list-style-type: none"> ○ Do diversity training ○ Have increased focus on publishing ○ Do training on new ways of teaching • Faculty want to ensure that, while taking on all of this, they are still able to remain sane and maintain a close connection with their students <p>Questions</p> <ul style="list-style-type: none"> • What is the general feeling of the faculty around climate change? <ul style="list-style-type: none"> ○ Unknown what the overall feeling is but think it would be great to pull together a committee on climate change. This has not yet occurred due to workload issues with all of the changes and time commitments
10:40 AM	Alumni Office Comments	<ul style="list-style-type: none"> • Presented by David Meadows • With the search for the VP of Students Affairs, we are getting an opportunity to have an outside perspective on JC • The candidates have been taking an impressive amount of time to

		<p>learn about JC and determine what they believe is at JC's core and what we are all about</p> <ul style="list-style-type: none"> • The other piece that continues to change is an increased collaboration of the alumni office with the various partners and departments on campus • Genna is now the official liaison for the alumni communications committee • Very excited about the work that is going on as a partnership between the alumni and development office. It is a crucial component of a successful campaign. • Spring break week - will do a series in DC, Newark, and Philly to discuss how to frame the campaign and if it makes sense • Presented by Christina • Collaboration through affinity groups <ul style="list-style-type: none"> ○ Recent example was the Glory Years of Football that brought 60 people back to campus • Chemistry Session in April 2016 <ul style="list-style-type: none"> ○ 2 day event of panels and discussion with alumni, students and faculty • Reviewed the upcoming alumni club events and highlighted a few examples • Presented by Katie • Major events on campus <ul style="list-style-type: none"> ○ Homecoming and Family weekend had 5 years of unprecedented growth, very few problems reported by attendees regarding the Penn State home games ○ September 23 to 26 Homecoming and Family Weekend 2016 ○ June 2 to 5 Alumni Weekend <ul style="list-style-type: none"> ▪ Reviewed alumni weekend brochure ▪ Registration open on March 15 ▪ Coincides with Summer Alumni Council Meeting
10:45 AM	Enrollment Activity	<ul style="list-style-type: none"> • Alumni council completed cards to accepted students who have not yet confirmed their attendance at JC
10:55 AM	Break	
11:07 AM	Senior Class President Update	<ul style="list-style-type: none"> • Presented by Reese Fisher • Primary focus for the senior class was to raise as much money as possible for the class gift <ul style="list-style-type: none"> ○ Fundraising Events: <ul style="list-style-type: none"> ▪ Celebrity Bartending ▪ Gift Basket raffle • Class gift will go towards making the campus more accessible with more details being provided at the Senior Dinner
11:12 AM	Juniata Activities Board Comments	<ul style="list-style-type: none"> • Presented by Matthew Colabella • Reviewed some recent events hosted by JAB on campus <ul style="list-style-type: none"> ○ Madrigal ○ Mountain Day

		<ul style="list-style-type: none"> ○ Bingo ● Moving away from major event occurring every other year and using the money to do more diverse programming including trips to various locations of interest <ul style="list-style-type: none"> ○ New York
11:15 AM	Student Government President Comments	<ul style="list-style-type: none"> ● Presented by Lauren Lesser ● Increase interest and engagement in student government ● Went from having 33 senator to having 57 senators now <ul style="list-style-type: none"> ○ Diversity and Inclusion cabinet called soar (17) <ul style="list-style-type: none"> ▪ Videos on campus ▪ Creating a video with white boards saying “I am _____ but not _____” ○ Committee of project managers <ul style="list-style-type: none"> ▪ Juniata Spirit Week ▪ Relay for life
11:18 AM	Student Alumni Association Comments	<ul style="list-style-type: none"> ● Presented by Adena Delozier ● Member of executive board of Student Alumni Association (SAA) ● SAA has seen a great level of growth in the last four years due to greater awareness of networking in earlier college years ● SAA provides volunteers to a variety of alumni campus events ● The executive board has assumed more of a teaching role with a new program called Dress for Career Day Success which taught students about what to wear to career day ● Thanked the alumni for their involvement in Career day and other events
11:43 AM	Awards and Nominating Committee	<ul style="list-style-type: none"> ● Presented by Chris Bair ● Chris explained the various groups being presented by the Awards and Nominating committee ● Dr. Doug Spotts winner of health professions award ● List of nominations was approved by the Alumni Council
1:03 PM	Annual Giving Participation	<ul style="list-style-type: none"> ● Presented by Miranda Peruso ● Miranda provided an overview of annual giving, refer to the PowerPoint deck below for more details <div style="text-align: center;">  <p>AG Alumni Council Presentation Feb201</p> </div> <ul style="list-style-type: none"> ● Juniata Scholarship Fund <ul style="list-style-type: none"> ○ Any money going into the Juniata Scholarship Fund frees up money in other budgets because the school has to kick in less of the money to cover scholarship costs ● Fiscal year ends on May 31 ● Annual Giving is like Juniata’s checking account ● Participation Matters <ul style="list-style-type: none"> ○ College Rankings use this as a metric to help rank JC against other colleges ○ Foundation and corporations evaluate which schools to give money to based on a % participation threshold and there are

		<p>foundations we can not apply to because we are not at a high enough % participation rate, meaning that any amount matters</p> <ul style="list-style-type: none"> ○ When evaluating schools parents look into the amount of alumni that are willing to give money to the school ○ Once someone makes a gift, they are removed from the lists for making phone calls, specifically before September 1 and will not receive a call. <ul style="list-style-type: none"> ● Alumni Council provided a variety of suggestions to possibly increase giving
1:58 PM	Juniata College Alumni Council Goals	<ul style="list-style-type: none"> ● Reviewed the results of the alumni council survey against our goals, refer to attached PowerPoint for details
3:28 PM	Enrollment Committee Report	<ul style="list-style-type: none"> ● Presented by Annette Bair ● Reviewed list of Spring College fairs. Alumni can sign up to help by contacting Holly Rennell in the enrollment office ● Reviewed Gold Card Notes <ul style="list-style-type: none"> ○ Deadline for high-school seniors has come and gone ○ Time to focus on submitting gold cards for Juniors ● Gold Card Stats <ul style="list-style-type: none"> ○ 401 Submitted Gold Cards ○ 267 Applied ○ 245 Admitted ○ 66 Deposited ● Enrollment Stats <ul style="list-style-type: none"> ○ Enrollment Goal 410 ○ Deposits 110
3:32 PM	Communication Committee	<ul style="list-style-type: none"> ● Presented by Jigar Patel ● Committee has a better plan through working with Genna for the upcoming college communications ● Upcoming letter to reveal a new Facebook Page dedicated to alumni council <ul style="list-style-type: none"> ○ Link: https://www.facebook.com/JCAlumniCouncil ○ Goals <ul style="list-style-type: none"> ▪ Have 100% of alumni council members join the group ▪ Have 100% of alumni council members invite 10 of their friends ▪ Have 1,500 people by giving day on April 15 ● If the other committees have things to communicate with alumni in general, send them to Jigar
3:44 PM	Career Services Committee	<ul style="list-style-type: none"> ● Presented by Heather Ott ● Thanks You's for all alumni who came to career day to represent their company at career day ● Working on compiling a list of people who are willing to speak on campus ● Discussed the Juniata Jobs website in order to provide ways to get more alumni involved on this page ● We collected 115 bottles of wine with a goal of 100 for the Wine & Cheese Networking Reception



**Alumni Council
February 27, 2016 Meeting Minutes**

3:47 PM	Development Committee	<ul style="list-style-type: none">• Presented by Roxann Yon• The committee led “practice conversations” for speaking with alumni about giving and participation• If anyone has feedback about today’s practice sessions or suggestions around communicating with alumni in regards to annual giving, please share them with Roxann• Committee discussed how they could provide a few points (to have at your disposal) when having the conversations with alums• Easy link to pass on is juniata.edu/give• More materials will be presented at the June meeting to aid those who need additional information
3:49 PM	Meeting Adjournment	