

Juniata College Alumni Council Spring Meeting 2015
Friday, June 5 – Sill Boardroom, Juniata College

12:50 p.m. 2015-2016 Group Council Photo in front of von Liebig

Members Present:

Ashley Appleman '07
Annette (Reeder) Bair '93
Christopher Bair '92
Sara (Davis) Bowen '01
Christie Brown '92
Nicole Close '92
Bonnie (Wineland) Crawford '64
Fran Fiorino '78
Lynn (Smires) Gale '72
Brad Haubert '93
Jennifer Jones '07
Brenton Mitchell '06
John Noble '61
Heather (Lecrone) Ott '09
Jigar Patel '08
Bill Rys '96
Doug Spotts '89
Mike Valdiserri '81
Jennifer Wade '88

Staff and Faculty Present:

Katie (Padamonsky) Dickey '97, Associate Director of Alumni Relations
Chris Gibboney, Alumni Relations Specialist
David Meadows '98, Director of Alumni Relations
Christina (Garman) Miller '01, Assistant Director of Alumni Relations
Jim Troha, College President
Sharon (Simpson) Yohn '99, Assistant Professor of Chemistry

Members Not Present:

Chris Collins '84
Mark Francischetti '76
Marissa Gunn '05

Fall Incoming Members Present:

Shane Gallagher '10
Diane (Morrow) Snider '79
Roxann (Binner) Yon '84

Fall Incoming Members Not Present:

Tim Gill '08
Tracy (Stough) Grajewski '86
Stephanie Haines '92
Elise Mihranian '14
Greg Schmidt '77

1:00 p.m. Alumni Council Meeting – Christopher Bair '92, Council President

- Call to Order and Welcome – Chris called meeting to order at 1:05 pm. Began with a welcome and review of the agenda. Turned it over to Brad to introduce new committee members.
- Introduction of New Members present – Brad Haubert '93, Awards and Nominating (A&N) Committee Chair - Brad reviewed the process of how the slate of new members is selected and thanked the committee for their hard work. The Immediate Past President's main job is to chair the Awards and Nominations committee, who also selects the award recipients for tomorrow's assembly and puts forth three Alumni Trustee names for board selection. New council members present are:
 - Diane Snider – class of 1979 from Connecticut; experience as class fund agent
 - Roxann Yon – class of 1984 from Altoona, PA; experience as class fund agent
 - Shane Gallagher – class of 2010 from Harrisburg/NYC; experience with Career Day and the student alumni association. Shane has also agreed to take meeting minutes for the next year.
 - Stephanie Haines '92 planned to be here, but had last minute work obligation.
 - The rest of group – Pam Hurd-Knief '73, Greg Schmidt '77, Tracy Stough Grajewski '86, Tim Gill '08, Elise Mihranian '14 (will be on campus the Saturday of Alumni Weekend)
- Council Introductions – Everyone in the room introduced themselves. Other than Council, Carol Calhoun, Bill Martin, Gabe Welsch and Jim Troha were in attendance.
- Review of Agenda, Packet, and Student Awardee Notes – Chris noted we will review the agenda for the day, specifically the strategic plan and vote on that. Meeting will wrap up by 4:30pm. He reviewed the contents of the folder. On the left hand side there are blank notecards for senior students who have won an award. Council sends a congratulatory note - if you have Business Cards, this is a great place to add them (welcome them to the alumni network). Also in folder are a list of upcoming events and the current Alumni Council membership and committee lists.
- Approval of February 28, 2015 Minutes – Everyone reviewed the minutes. Brad motioned to approve the minutes, Lynn seconded the motion.

1:30 p.m. Faculty Comments – Sharon (Simpson) Yohn '99, Assistant Professor of Chemistry

- Sharon is a Chemistry Professor. She is married the field station director and was also a student. She joked that she cannot get away from here! Since the day of her tour, Sharon knew that she would come to Juniata. From her personal perspective – she loves Juniata. Noted that the College is still in a time of transition, though settling down. Karma is good; it has been a year with new Provost. Juniata is moving towards a time of greater consistency and transparency. Policies are more structured, especially when it comes to funds – for example, now everyone knows things are available. The new provost has brought a great outside perspective. Juniata is a traditional campus – but she asks questions – how are things happening? Is it consistent? Should we change it? One thing we are looking at is faculty workload. What are “loads” for the different types of roles that faculty play? Juniata faculty is masochistic. The Provost is protecting them from themselves and being too burdened. There is lots of excitement about moving forward. The most exciting news is the Chemistry curriculum is changing. For example, spiral learning. But the whole curriculum is changing. Sharon told a story and gave a specific example of two students showing the best of Juniata. Everyone is dealing with divestment of fossil fuels – these two Juniata students think that

Juniata should divest from fossil fuels. They philosophically thought Juniata should do this...met with Rob Yelnosky and President Jim Troha, wrote a statement to the Board of Trustees, created a webcast, presented to student government, created a faculty panel – showed up in suits and ties and handled it neutrally and professionally. They are shining examples of our students. Another note for faculty is that they are revisiting the concept of assessment – each department assesses themselves every 5 years. There is also a Scholarship of Teaching and Learning (SOTL) that meets every other week and is comprised of about 50 faculty members. Broader curriculum changes are coming, especially General Curriculum. Juniata also got a grant from Mellon Foundation for implementation over the next 18 months.

1:40 p.m. Trustee Comments – Doug Spotts '89

- Verbatim notes from Doug: My comments to the group will be brief as President Troha will be speaking after me on the agenda and will likely have some more information on the main topics from our April Board of Trustees meeting. Of course, both groups have worked hard on their respective and synchronous, new strategic plans and much time during the Board meeting were devoted to the finalized version of the new strategic plan for Juniata College. Committees, and the one that I have served on, Advancement and Marketing, all examined the plan during their respective meeting times, and A/M particularly discussed proposals for the next comprehensive campaign for Juniata College, to be launched with the advent of this new plan. There is, of course, a lot of excitement about this plan and where it takes us together for the future success Juniata College. As many of you know, the three Alumni Trustees have worked very well together during a time where an additional Board meeting was added and reporting back and forth to Alumni Council does not always work in a 1:1 way. Nicole, Bill, and I have all shared duties in reporting back and forth, and although I'm the "senior AT," and this is my last official meeting, we have provided continuity between Alumni Council and the Board of Trustees regarding our shared goals. I believe both bodies have heard of the need for more "hand in hand," strategic, goal setting that will produce measurable outcomes in a positive way for Juniata College. There is a renewed and deep level of respect among the Board of Trustees for the committed network of Alumni led by Alumni Council and what "unleashing" that network means for the success of our college.
- Other highlights of the April meeting:
 - Attendance for Alumni Weekend was predicted (and has turned out) to be at a higher than usual level showing positive growth (from about 450, 5 years ago, to the predicted 700 this weekend).
 - Enrollment for the JC Class of 2019 has confirmed 379 first year student deposits and 5 transfer deposits with other applications still pending and aggressive follow up going on as we speak. This is close to goal of 400 first year students and 25 transfer students (a new class goal of 425), at a discount rate under 60%, and efforts so far have generated about net tuition revenue of about 6 million dollars. Still if we brought in another 20-25 students, the potential is there to generate approximately \$400K more revenue. Fumio and his team are drilling down very hard to look at market trends and ways we can adapt to these trends and continue to do even better in the future. The Gold Card program continues to be very successful and is well supported by both the Board and Alumni Council in helping to boost numbers of interested students and then applicants.
 - It has been a very good giving year, and it is especially good to know we have exceeded giving goals as we begin to look at the lead up to a major campaign for JC. Overall participation is up 2% or so compared to last year which gets us closer to our overall goal

of 30% participation in annual giving (this is closer to our peer /aspirant institutions) , and we are on track to exceed the 1.2 million JSF/ Annual Fund and better than 1.45 million to annual giving overall goals.

- As for operations, the South Hall renovation project is well underway and the Sherwood roof project is already complete. Finances are strong with the proposed new budget balanced based on the projected enrollment figures. We heard a Title IX presentation at the Board meeting and there is a comprehensive review being undertaken by Human Resources to increase capacity and training efforts around the title IX goals
 - This summer will find 14 undergraduate and 3 graduate courses offered online, and there is an ongoing effort to evaluate these courses and the student/faculty experience so that we can continue to improve these courses and inform our decisions regarding on line opportunities in the future.
- It is always good to hear from the students and faculty, and there was affirmation of the senior leadership team assembled by President Troha across those groups. I am sure we will hear more from President Troha regarding the activities of his senior leadership team and further expansion on the highlights of the Board meeting to follow.
 - Finally, it is my last meeting, and it has been my honor and privilege to serve as an Alumni Trustee over the past, very quickly moving, three years. I know that both groups are on very solid footing and are poised to move in meaningful and supportive ways for the success of Juniata College and that makes me very, very happy! Thank you for the opportunity to serve Juniata College!

Respectfully submitted,
Douglas A. Spotts MD
Alumni Trustee

1:50 p.m. President Comments – Jim Troha, College President

- Comments from President Troha: Will miss Dr. Spotts and his energy and enthusiasm for Juniata. High energy for everyone...but high exhaustion. Feel as though we can never say thank you enough for Juniata Alumni Weekend, and also the Development Team. It just happens...seamlessly. It struck me going around the table...I feel like a bit of a bystander. I feel compelled to ask you – what do you want to know is happening on your campus and your place...your school, our school? (President Troha invited Alumni Council to ask him questions...see below)
 - Online learning – how Juniata is approaching the online interest and what that means for the physical space?
 - Some of the collaborative/consortium things doing with other schools?
 - Competitive position of where Juniata is against peers...paradigm shift of education? Environment in PA (104 in PA)...it is a bloodbath. There are so many schools...have over built and are now throwing money at students, aspirant schools are throwing lots of money...Example: A student barely admitted here is getting \$18,000 in Carlisle. SO thankful to have Fumio who is a data nut and can leverage resources. Gold card program...last year 30% of class came through gold card...alumni are out networking with students. Not sure of this year's number.
 - Not meeting numeric goal...379 current...expecting 400-405, still some transfer students. Had been trying to lower discount (60%)...net tuition dollars. Will come awfully close to 6.4 million.

- President Troha then showed Strategic Plan *Courage to Act* video. 5 Pillars serve as a platform for our future conversations. Scholarship, Community, Distinctiveness, Resources, and Presence...will hear these words a lot. The complexity around higher education...the value question parents are asking creates a planning complexity. Need to be very clear about what is good, what to strengthen, and what to build on...and you can't do everything so what can you stop doing?
- Juniata Endowment is about \$112 – 113 Million. Last major campaign raised \$103 Million Dollars...hopefully be \$125-150M...scholarships...capital for physical space, additions, new facilities...Faculty strength
- Huntingdon Community – fascinating strength. Lots of potential...resistance and how has college supported Huntingdon? Huntingdon is growing more interested in college campus. Will see what is happening to build a bridge between Huntingdon Community and Juniata College. This town deserves interest and talent and we deserve reciprocation...nooks and crannies right now...envision Huntingdon as next Lititz...we need to get there.
- Online learning: 14 courses with 95 students enrolled (15% increase); 3 graduate courses with 9 students enrolled...But there is a robust group of faculty who believe in hybrid...but WHY are we doing the online presence.
- PCLA Consortium – PA College of the Liberal Arts...11 schools, most of them are “aspiration” colleges...pulling resources to find out how to become more efficient institutions. For example – languages. Can take languages from other schools, etc.
- Enrollment timeline – all year were trending until last two months of April...appears we got commitments and committed too much come May 1...may go back to a monthly admittance policy on students, to keep them engaged. More structured process – lots of variables. Someone has to “lose” – more aggressive schools always an ebb and flow.
- Recruitment from Department of Defense high schools? (Small niche high school groups overseas in Asia and Europe - active military, small town feel, football and athletics). There are 43 in Germany and UK alone. Do we go there, are they somewhere to look? International Recruitment is not as strategic – could be helpful. It takes money and fundraising to get people out on site there – it will have to be a different model. Until recently, haven't needed it. But, with US high school enrollment on the decline in most regions until 2023 (except Southwest and California), we need to identify and penetrate those markets. Look for more in the President's Report.

Ending Quote: “We are in the smallest part of the higher education industry, delivering a product that is essentially impossible to explain and charging prices that don't come close to covering our costs!” – Brian Casey, Dequaw University President.

2:10 p.m. Alumni Staff Comments – David Meadows '98, Katie Dickey '97, Christina Miller '01

- Katie: was coming back from Choir Reunion rehearsal...encourages everyone to support the Choir at their concert at 3:30pm tomorrow. Rundown of what is happening on campus this weekend. Thanks to everyone for stepping forward as volunteer leaders. 50th class reunion is here (over 60 classmates attending) and having a fun time...55th and 60th reunion classes (anticipate almost 30 emeriti alumni). Are also expanding Emeriti programming to engage that group. With Dan O'Sullivan at the helm, we've added the Emeriti Lounge in Right hand side of Baker with refreshments, displays and a slide show (all are welcome). Other classes with high attendance – class of 70 and 75. Class of 95 is not quite as energetic – will invite them to join the Blue and Gold group this evening.
- David: Alumni directory update results as of June 1 – Sally submitted the final data file to be printed in directory...on track to be out in the fall. Submitted 17,000 records – about 14,600 living

alumni...5,400 responses (37% toward a goal of 30%). Received 9,000 data point updates (contact and employment). About 800 (either single print or package) directories sold plus 150 USB directories; about 175 people who are non-donors gave a gift of \$25 through the process...When it is all said and done, people who purchased something or gave a donation is close to 1,200 people. Fascinating process. Learned a lot. Appreciate Council's Support.

2:25 p.m. Break

2:45 p.m. 2015-2020 Alumni Council Strategic Plan – Christie Brown '92

- Christie thanked everyone for their feedback and comments throughout the year-long process of the Alumni Council Strategic Plan. It was emailed to everyone and in our folders to review. Key pillar is presence – how we can impact and expand the presence of Juniata College. Talked briefly about the Plan Overview. In the process identified three areas of focus. Area where there was historic areas, as well as new areas. The first is enrollment, career services, and development. Previously the Council has not had a big presence in this area. Fourth area was identifying the importance of Communications as an important/underlying theme. Christie went through each of the areas in details. Enrollment – continue with the Gold Card Program and also do more with enrollment. Career Services is no reporting to the Provost and evaluating their programming and how they are doing things. Want to stay in alignment. Development: pilot a development committee and how important it is for the alumni participation **RATE**.
- Aside: Career Services – go through a rebranding and integrate it more strategically with other areas. Touches so many areas of Juniata, but not very visible. Model that integrates (library, student services, writing center, studying abroad). Staff Career Services in a different way – will be able to share next year. Identify their goals as set by the college through partnerships.
- Process consisted of an exploratory interview, initial draft, then final draft. Had conference calls and meetings to zero in on clear goals and benchmarks. In process, the main place of meaty discussion was “how specific to be with goals for a 5 year plan” especially when there were unknowns and untested ideas. Ultimate decision was clear goals, yet flexibility. Charging council to be proactive in year by year ownership of plans, assessing goals, comparing to the blueprint and shifting when necessary.
- Brenton: focus on supporting ongoing initiatives and following the vision of the offices versus following our own. Want to work collaboratively; don't want to add any more work for anyone, but make best use of resources.
- Bill: dovetails nicely with the metrics we've been using to quantify what we have been doing. What we do, what value we have, where we are falling behind...there are tangible things and pieces that we can do. Metrics are important to stay on target and strategic plan helps with that.
- David acknowledged the work that Scott Snyder did. Extremely appreciative of process and that he pushed for having devoted liaisons from the three departments connected to this Plan. That could very well be the thing that will allow us to move forward. Really excited about having people devoted to work directly with us.

Going forward the committees will follow with Strategic Plan.

Chris would like motion to approve it. Jen motioned to accept the plan, Nicole motioned to second it.

Alumni Council voted to pass the Strategic Plan. **WOOHOO!** 😊

3:15 p.m. Committee Breakout Sessions – Continued Work and Looking Ahead

Enrollment – Annette (Reeder) Bair '93 (Sill Boardroom)

Communication – Heather (Lecrone) Ott '09 (Patterson Seminar)

Strategic Plan w/ Special Events – Christie Brown '92, Jennifer Jones '07 (Rockwell)

4:00 p.m. Reconvene in Sill Boardroom – Christopher Bair '92
Committee Sharing, Recommendations, Discussion, and Summary of the Year

- Enrollment – Annette: great session with Holly and Michelle – came out about reaching to Alumni on campus, going to send a letter...come out with a more personal touch from alumni /students who participated in the Gold Card. Also looked at Enrollment schedule from now until October. In July will have a much better understanding of what counselors know and will hear more about recruitment before September meeting.
- Communication – Heather: Working on Alumni newsletter. President tasked Marketing to do that, so it will be taken away from Alumni Council's responsibility. Spent session brainstorming different ways to communicate with Alumni in new strategic plan. Things like Facebook, LinkedIn; have more personalized message. Have a call to action for Alumni.
- Special Events – Jen: Had a wrap-up of all the successful campus events – Homecoming, Career Day, and Alumni Weekend! Thanks to all Alumni Council for volunteering to make these events successful!
- Strategic Plan / Awards and Nominations – successful!
- Overall Council Goal Updates – Chris: See PowerPoint. Chris thanked everyone for their time and contributions over the last year. We all have pushed the needle forward. Group is ready to step up a take volunteer organization to the next level.

4:20 p.m. Recognition of Outgoing Council Members – Christopher Bair '92
Sara (Davis) Bowen '01, Christopher Collins '84, Mark Francischetti '76,
Lynne (Smires) Gale '72, Brad Haubert '93, Jennifer Jones '07, Doug Spotts '89

4:25 p.m. Passing of Gavel – Christopher Bair '92 / Christie Brown '92

Chris passed the gavel with the formal recognition.

Christie said it is an honor and a privilege to be in this room with everyone and can't wait to get started.

4:30 p.m. Adjournment – Christie Brown '92, Incoming President

There was a motion by Doug to end the meeting and Brad seconded it. See everyone in the Fall!