

Juniata Alumni Council Meeting – February 23, 2013

Members Present:

Christopher Bair '92
Sara (Davis) Bowen '01
JoAnn Bowman '75
Christie Brown '92
Bill Chew '64
Mark Francischetti '76
Chris Gahagen '94
Brad Haubert '93
Jennifer Jones '07
Heather Lecrone '09
Parisha Shah '01
Kelli Sheesley '98
Mandi Walls '99
Christine (Vrabel) Zlupko '99

Members Not Present:

John Batchelor '69
Carole (Miller) Calhoun '60
Jack Carton '73
Katie Charles '05
Chris Collins '84
Lynne (Smires) Gale '72
Scott O'Neill '80
Justin Reiter '02
Ron Seiler '77
Doug Spotts '89

Staff and Faculty Present:

Gabe Welsch, V. P. for Advancement & Marketing
Daniel Welliver '79, Associate Professor of Sociology
David Meadows '98, Director of Alumni Relations
Christina (Garman) Miller '01, Assist. Director of Alumni Relations
Evelyn Pembroke, Alumni Office Specialist

Call to order from JoAnn Bowman, President

Meeting began at 9am by a welcome to everyone and a thank you for making it to the meeting through the weather. She also reviewed the information in our folder and our agenda for the day.

Introduction of New Alumni Council Members

- Sarah (Davis) Bowen – pediatrician living in Lancaster with husband and baby
- Mark Francischetti – living in Dayton, Ohio

Approval of meeting minutes from the fall

- Chris G. motioned
- Parisha second the motion

JoAnn then went through the College Mission

Juniata's mission is to provide an engaging, personalized experience empowering our students. JoAnn also reviewed the alumni council purpose and the 2009-2014 alumni strategy benefits, student outreach success indicators, college assistance success indicators

- Council question: how do we measure these things?

New initiatives

- Expand our regional club focus
- Consider an alumni benefit program
- Consider alumni survey update
- Build content on Juniata Connect

...will continue to discuss these items at upcoming meetings

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

Status of Leaderships Goals as of 2/2013 – (See Attachment A) – how are we doing these metrics and what are good goals? What can each person do to add to leadership goals?

- Comments: Brad – thought that alumni association had a purpose to draw money from the college; fundraising is not a goal...all "Juniata College" emails all lumped together...is this how other alumni may feel or is this their perspective? What are other benefits?
- Comments: Parisha – decided that Juniata Connect is not the place for fundraising...fine line that we need to be aware of
- Comments: Christie – does not surprise or bother her...perspective its an honor to ask and give back...need a balance
- Comments: Christine – some people may not understand the percentage/participation in giving to Juniata...once people give once it will be easier to give again
- Comments: Bill – what feedback is there from the video? Does "embarrassment" of giving \$5?

Gabe Welsch – VP of Advancement and Marketing Report

- Integrated advancement is sequence of events that college makes – involved everyone to move the college forward...messages need to build and complement each other. Assumption “keeping up with the Jones” – instead 1) story is first and then 2) how do you get those messages out...picking channel and using it to tell a story. Giving has to be in the conversation but needs to have a larger meaning...
- Future president is well-versed in many areas...aware of our efforts on Alumni Council (his first day is March 20)
- Career Day – replicated success – 99 companies/11 were fortune 500...have maximized the space...how do we move forward? Board is mindful of our efforts....100 people showed up at the JC-DC event for networking...
- Sally Oberle is tracking numbers – Gabe will get measurement outcomes to JoAnn...network areas have high trends in gold cards...board is aware and appreciative of the work we are doing...can help with tracking data
- At Trustee meeting yesterday: Big topic of discussion was Amtrak use in PA...danger that Amtrak between Harrisburg and Pittsburgh may stop. International and non-PA residents use it...66,000 people per year use it. Extremely important line **lobby local congress to the extent that you wish**
- Rankings - #78 party school in the country; College choice financing overall choice with college #12 (Stanford is 11 and Yale is 13); Our president has joined other college presidents to sign letter Centrist gun laws – will be available through college website; transition with Jim Troha – already engaged and extremely competent, has a good sense of what we are facing after Middle States report, capital improvements with Master plans, aware of the positions he has to fill...decided to wait until July for Enrollment search to begin January 2014...Provost – interim for a year until a national search is put out. Being wise and deliberate.
- Middle States – accreditation process...report is on Provost page (will put on Juniata Connect)...Trustees have read the report. Document overall...has identified areas for further review, visiting team here March 3-6. Will know by 12:30pm is that we will keep accreditation, but may need further things to review.
- Financial updates - endowment going well...highest endowment is 86.6million at end of January...typically want to see over 200million at a school like ours. Participation in giving is going up...2-year messaging campaign, across a variety of media. Awareness of why it is important is not well known, trying to make better by communication efforts.
- Enrollment is 88% of budget...applications received is 2380; 150 more than last year...psychology is up, athletics is up, west coast applications are up, business is staying level, health professions is up, international is up (currently 10% - southeast Asia); 73% deposits. Financial state is good...S&P credit rating is A- stable. 180,000

budget surplus this year. Fiscal year 14 is projecting a surplus. Barker Refectory/Sodexo is being renovated this summer, will be a little confusion for alumni weekend, but more grilling and fresh fruits will be had! 78 beds, single, air conditioned, fitness center...will be cost-neutral, provides ability for summer conferencing...ceramics moved to JCEL and new dorm is being built there...maybe be able to have a storefront

Daniel Welliver Faculty Report – last council meeting (going on sabbatical)

- Faculty sense is that there is positive energy created from faculty chatter...tribute to clarity of communication, faculty felt like a part of the search committee through open forums, critiques and discussion...credit to leadership of institution.
- Middle State visiting team upcoming...faculty perspective is relief that it is ending, took full advantage of process – felt connected and heard, suggestions, recommended, required...faculty thread on career day – faculty are figuring out that Career Day now is not what it was 5 years ago. Faculty are getting a vision that students are engaged, this is the best one I got to...students are prepared, employers are impressed. Jen Streb will also be on sabbatical. She has been the voice for the alumni council, filtering alumni council in faculty meetings.
- Faculty sabbaticals...window into key concerns of faculty: rekindle network and professional and community relationships...exploration of study away experiences in Harrisburg...logistically worked out...connection at career day for a faculty member to have an indirect effect for students. Sabbaticals and faculty may be worried about what may happen in the future with a new provost.
- Colleagues do not take Juniata College for granted.

Break

- Watched a heartwarming video taken at Career Day from a female student who was extremely appreciative of her Gold card

Senior Class Update by VP – Corby Hess

- Tonight is the senior dinner – will let students know the gift is a \$41,000 goal and 60% picked the class gift...sold over 200 toothpick holders. Did celebrity bartending event at Johnny's...faculty and staff serve drinks...going to do another celebrity bartender (made about \$300). Also planning senior week.
 - Four options for gift: international center in TnT, student lounge in new door, put another curved entrance by stone, coffee cart at the library (**update: Picked the coffee cart in the library as Class of 2013 senior gift**)

Juniata Activities Board (JAB) – Caitlin Bradley

- Silent auction of student artwork at madrigal \$1600; planning May day and Springfest, in conjunction with Relay for Life. Bringing in student government to help with committee to pick those who get awards.

- Current awards, Erin Dodson, outstanding student, unsung hero, outstanding faculty, outstanding staff, best student for each class (leadership), community contribution

Student Government – Tara Black

- Campus change forum in the fall – a way that students can talk to us and have a way to voice concerns...sent out a Google doc and they compiled a list of complaints or things they would like to see changed...narrowed the list down to some things they could facilitate and change:
 - smoking on campus and being within 20 feet of entrances, res life and public safety is aware of it...another thing is parking around campus, talked to JCPD and did a trial run and from 6-late at night and weekends and this summer they can facilitate the entire change...going to continue the open forum...President Kepple and Troha will be there...SG is giving a gift to Kepple as a good-bye gift, and help plan the end of the year party, he wants a fun event and picnic...looking into public safety to buy an AED for campus and eventually would like to see them in all the buildings and have different organizations to sponsor these around campus.

Student Alumni Association - Sarah Trescher

- 1420 people for Homecoming on campus....Career Day went really well and 100 people came to the wine and cheese networking reception...Senior dinner – early welcome and taking home a stemless wine glass senior salute will also happen near graduation, make every student aware of regional boards and how to stay connected...already planning for the Alumni Weekend from June 6-9, 2013.

Alumni Reports – Christina

- Regional clubs – same strategic goals as alumni council. Regional clubs help by promoting career day, organizing events, submitting gold cards, social activities...all doing well, CPA is going to be incoming president Annette Bair (Chris' wife) will rejuvenate the club...Found that there is an alumni council presence at all regional clubs except CPA...other events happening: working with Mark for an event in Ohio on April 13 – held events in Baltimore, Florida, Europe California...how to better connect with others.

Alumni Reports - David

- Kepple farewell tour has been a wonderful opportunity to see alumni that they normally don't get to see – has had many benefits...now looking on planning President Troha's tour, in a more formal way and connecting with Alumni – what will it look like?
- Alumni weekend brochure is in folder, because of Baker will be a little different...already beginning to look forward to Homecoming weekend in the fall – Stag football team, class of 98 (Kelli and David reunion) AWOL reunion (20 years).

Awards and Nominating Committee: Approval of Slate – Parisha Shah

- Even though there was a lower attendance than normal, there is enough members present to have enough for a decorum for approval

- Parisha explained the importance and the work they do outside of council...fair amount of work. This group is only as good as we can be – full alumni council needs to do their job and help A&N committee with nominations.
- We will vote on slate but it is not finalized...Christopher Bair will be new council VP; can finally give Frank Pote Alumni award to recognize all his council work...
- A lot to think about in alumni council – diversity in graduation year and location – task is challenging. Need to vote on the slate. Vote on the slate as it currently stands...once it is finalized an online email will be sent for members to approve.
- Jen motioned to accept the slate, Mandi seconded, the slate is approved.

Lunch Break

Review of Student Survey on Networking; Draft Alumni Survey

- Brad has a goal of creating a benefit for all alumni...reviewed in depth the alumni network: value uncovered completed student survey...is this something we want to do? Start to find “true value” from members at large ... things to consider for conversation: do we want to do a type of survey like this? Is this survey in hand enough? Should we just try something first? Possible benefits: webinars, college specific credit card, ID tags, insurance, home building, wine, seminars/classes...
- Chris Bair’s comments: there is a reason after graduation that alumni come back...can we get out what those are? The purchasing discounts/Juniata branded items...survey might not be needed – figure out instead what is of best value to alums and then use that as an impetus.
- Mark’s comments: a good survey takes time, need to have analytics involved to make informed choices...
- Christie and Mandi’s comments: Overarching large subject matter, nothing that is surprising...will need to give a compelling argument...
- Parisha’s comments: Fine lines between offering something like this...need to be careful not to promise something that we can’t deliver...
- Future Direction: Does it make sense to answer a survey or just do it? What is the best next step...Is there an economic ROI?
- Informal (raising of hands) survey of council members present:
 - If we have a career development webinar series?: 0
 - Juniata logo credit card with low rate?: 8
 - Low rate insurance: 10
 - Online seminar or course facilitated by Juniata professor: 10

Breakout into groups and Committee Reports

- Career – Jen
Met with Darwin from Career Services Office and we all thought that Career Day yesterday was a success – thanks to everyone for their hard work. Discussion was

around how can alumni council help the career services office? Should there be more campus events (ideas for a fall event with certain companies?). There was a sense that there needs to be more information on Juniata Connect about career, but what type information is the best? Jen and Mark need to touch base about a plan for this upcoming year and how we can be more involved as a council.

- Enrollment – Kelli

Kelli is excited – main goal is the gold card program...discussed 100% participation from council – do not necessarily need to recruit, but you encourage an alum to submit a card...there is confusion and how and who to submit cards. What they have decided to do is get to the enrollment office to give to volunteers at college fairs...put information in the student's hands. In bigger picture, have a generalized one to regional clubs so they can disseminate the same information and use and get some reaction and tangible results. For Juniata Connect, gather stories of people who have submitted cards and got some gold card videos from Career Day – get that on Juniata Connect. Show range of interests and options. Connect 2.0 will have a gold card button, and also having links to college fair and receptions online.

- Communications – Chris Garage/Brad Hubert

Juniata Connect is main focus of committee...shoot for pie in the sky – more videos, seminars, etc. Chris is going to get in touch with IT to explore options for Juniata weekend to see what the possibilities are for posting on the website. Regional goals are to use it as a resource for certain groups – create a standard? Is there a way to determine a person in each region to put information online? Play with version 2.0 when it comes out. Heather is going to work with getting pictures up for the class of 1963 on Juniata Connect. Story from Heather – how she is using it for her boyfriend to help him find a job.

- Homecoming and Alumni Weekend – Chris Bair

Alumni weekend focus – faculty involvement – reach out to award ceremonies and ask them if there are faculty/staff to participate that day and come to lunch. Other activity – coordination for alumni council volunteers: volunteering when you can and in ways that is useful. Homecoming and family weekend – focusing on faculty participation...finding a way to piggyback on the affinity group gatherings for purposes of networking. Regional clubs and Juniata Connect goals – getting the save the dates out there – work with Christina to put save the dates in regional clubs...what other opportunities are there? Juniata Connect – taking it to the next level...what capabilities do we need? Group pages? What makes sense? Important to have purposeful communication. Annual goals – use a survey mechanism to understand participation in Homecoming and Alumni weekend.

**Alumni Council Reminders - Senior Dinner starts at 5:30pm – we can sit together. **Keep up with monthly calls and goals.

Respectfully submitted
Jennifer Jones '07
Chair, Career Programs Committee