

**Juniata Alumni Council Meeting**  
June 15, 2012  
Sill Boardroom, von Liebig Building

<p><b>Alumni Present:</b></p> <p>JoAnna Acri '04 Christopher Bair '92 John Batchelor '69 JoAnn Bowman '75, Vice President Carole Calhoun '60 Katie Charles '05 Bill Chew '64 Geoff Clarke '75 Sarah (Young) Fisher '75 Chris Gahagan '94 Brad Haubert '93 Jennifer Jones '07 Heather Lecrone '09 Frank Pote '73, Past President Bill Rys '96 Ron Seiler '77 Parisha Shah '01, President Kelli Sheesley '98 Mandi Walls '99 Andy Zimmerman '86 Christine Zlupko '99</p> <p><b>Incoming Members Present:</b></p> <p>Sara (Davis) Bowen '01 Chris Collins '84 Lynne (Smires) Gale '72 Christie Brown '92 Mark Francischetti '76</p>	<p><b>Alumni Not Present:</b></p> <p>Jack Carton '73 (incoming) Scott O'Neill '80 Justin Reiter '02 Jeff Rush '84</p> <p><b>Staff and Faculty Present:</b></p> <p>Linda Carpenter, Exec. Dir. of Constituent Relations Jennifer Streb '93, Art History David Meadows '98, Director of Alumni Relations Katie Dickey '97, Assist. Dir. of Alumni Relations Christina Miller '01, Assist. Dir. of Alumni Relations Evelyn Pembroke, Alumni Office Jim Donaldson '67, ex- Faculty rep Jim Watt, Director of Development</p> <p><b>Guests and Emeritus Council:</b></p> <p>Helen (Schmidlen) Adams '57 Bruce Moyer '74, trustee Dan O'Sullivan '64 Tim Statton '72, trustee</p>
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**1. Call to Order**

After New Council members took Individual Photos, and all Alumni Council present ate lunch together in Ellis Hall, the council gathered in Sill Boardroom of von Liebig Center for Science.

**Welcome.** President Parisha Shah welcomed everyone old and new, and remarked how beautiful weather was for outside activities. She pointed us to our packets, which were full of information and reports. She underscored that is our privilege to receive insider information on campus, and commissioned us all to share the fantastic information with other alums, potential students, friends and family, etc., as JC Council Ambassadors.

**Spring Convocation Awards.** Parisha explained the congratulatory notes we each need to write to new student awardees, a spring council task.

Parisha stressed that our last Council meeting of the 2011-12 year is the "outcomes" meeting of year. We all get to report our accomplishments and recognize the departing council members who have served so well.

**Introduction of New Members.** Parisha called Frank Pote '73 (Past President, and Chair of the Awards and Nominations Committee) to the lectern to introduce new, incoming council members, who each said a few things about themselves.

**\*Sara Bowen '01:** Biology, med school, Lancaster pediatrician, going to have a baby soon!

**\*Lynne Gale '72:** History major, teacher, principal, superintendent.

**\*Mark Francischetti '76:** Ron Cherry/Lakso devotee who has own business as a management consultant. Lived in Texas, now in a suburb of Cincinnati. Older brother graduated from JC too with Frank Pote's class.

**\*Chris Collins '84:** arrived later, didn't get to introduce himself.

Several Emeriti alumni council members also joined us.

**Approval of February 25, 2012 Minutes.** Council members pointed out two changes to make to the Minutes: 1. Jennifer Streb said under the Faculty report, the Asst. Provost's name was misspelled; it is Kathy Westcott. 2. In part 6b. Alumni staff member is Christina Miller, not Christine.

Parisha asked for a motion to approve the minutes as amended. Carole Calhoun so moved, and Sarah Fisher seconded it. The Council then unanimously approved the minutes.

**Final approval of proposed amendment to Alumni Council's Constitution and Bylaws Article VI, Non-Executive Committee Officers.** Parisha explained that the proposed amendment to the bylaws aims to create a Council Secretary role as a non-executive position. She asked for a motion to approve this amendment. Frank Pote so moved, and Chris Bair seconded it. The Council voted unanimously to approve the amendment. Parisha explained that the Secretary would be in charge of taking and submitting notes at each council meeting. She said the Secretary is a non-executive position, not requiring extra executive committee work. She encouraged anyone interested in the position to let the Alumni Office know. Parisha also clarified that the Executive Committee consists of the Executive Officers (Past President, President and Vice President), along with the committee chairs of each Council committee.

## 2. Trustee Comments – Geoff Clarke '75

**Presidents Report:** The Council of Independent Colleges recognized Jim Lakso as Academic Leader of the Year – fantastic!

**President's Search Committee Report:** The position advertisement has been posted, and the first review will be the end of July, and a second review will be in September on campus.

**Awards:** Jenifer Cushman, Dean of International Education: Juniata received the 2012 Senator Paul Simon Award for Comprehensive Internationalization. 41% of graduating seniors have studied abroad. Juniata has also achieved the goal of 10% international students established in its strategic plan. Juniata is getting close to establishing a 5-year International Masters degree with a German institution.

**New Trustee Officers are:**

Chairman – Bob McDowell  
Vice Chairman – Tim Statton  
Secretary – Tom Pheasant  
Asst. Secretary – Carlee Ranalli (takes minutes)  
Treasurer – Gail Habecker  
Asst. Treasurer – Rob Yelnosky

**Student Report:** All Class Night took a pass again in 2012. Not enough interest in the new concept of "club videos" instead of All Class Night. Three new clubs were formed: Native American Club, Health and Motion Club, and the Star Wars Club. The Senior class raised \$39,647 with 71% participation to gift new shrubs spelling JC at Knox Stadium, a picnic area at Cloister, and the remodeling of the academic seal at Halbritter. A new level of student philanthropy!

**Church Trustee Report:** The Church of the Brethren Annual Conference presented the Church College Service Award to John Hille (JC VP) and his wife Tan Hille for their leadership.

**Alumni Trustee Report** presented by Ron Seiler: JC Connect increased participation by 45% against a goal of 25% - wow! A Pittsburgh regional club has been created and will be similar to the DC and DeVal clubs.

**Faculty Report:** There are five retiring professors: Boyle, Donaldson, Reed, Reilly and Reingold. Over 80 faculty contributed to the Middle States report. 49 grant proposals were submitted for over \$5,759,293. We have an outstanding Faculty at JC and we are all the beneficiaries.

**Business Affairs Report:** 2012 and 2013 budgets were discussed. There is 5% increase in tuition 2012-13 at a ticket price of \$45,580. Many receive scholarships and pay a lower rate. Knox Stadium and Goodman Field turf work is under way, long overdue. Moore Street "Streetscape" is under design, and will include no parking, with bikeways and benches. A President's House Purchase was made with furnishings and property 24 acres - up above East Houses on Lion's Back. The existing house has fallen behind peer group standards and needs work.

**Enrollment and Retention:** Fall 2012 projection is 432 and current number is 426! Alumni should keep up the good work with Gold cards -- it makes a difference!

**Education and Student Life:** A Middle States update was given. All faculty development requests received funding. The Health Center facilities are at capacity and future needs are under consideration. All students have an average 3.073 GPA, and athletes a 3.063 GPA. There will be a Masters program in Accounting offered in the fall of 2012.

**Advancement & Marketing:** The endowed Scholarship with a goal of \$8m is at \$6.5m. Endowed faculty support with a goal of \$4m is at \$4m. Overall Endowment goal at \$100m is currently at \$80m. Currently Endowment covers 8-9% of operating budget. The goal is to get to 10% and then focus on the next leg of the campaign to get to 15%. Howard Hughes \$2m grant is in the works, and about 40 faculty will participate. Career Fair was discussed and it was noted that Linda Carpenter had received a call from Penn State asking how she is able to attract so many companies to the career fair. Ours was a cheaper charge, student interest level was high, and employers were very happy.

**Other Business:** JC is honoring the Mens' and Womens' BB Teams along with the 6 Fulbright Scholars. This level of Scholars puts Juniata in the top 25 in all Liberal Arts Colleges.

### 3. Faculty Comments – Jennifer Streb '93

Jennifer introduced herself as a professor of art history, and curator of the museum. She invited us to come to a museum reception during 2-4 tomorrow and see Professor Benson's ceramics display.

**Middle States Academic Assessment.** Drafts of assessment reports have been turned into the editors.

**Faculty-Alumni Office meeting.** The Junior Faculty Council will receive David Meadows et al this fall to hear about how faculty can support Alumni efforts on campus and vice versa.

**Retirement/Hiring.** Faculty is sorry to see five retirees go, and a big faculty search has been going on: every position has been filled except the math position.

**Faculty Development** - All of faculty development funds were approved and used this year.

#### **Faculty Discussions.**

- Reviewed Faculty handbook processes and procedures for sabbatical clarity, etc.
- Discussed Personnel evaluations
- Discussed Administration Changes and apprehension regarding upcoming Presidential Executive Trio search.

### 4. Administration comments – Linda Carpenter, Executive Director of Constituent Relations

Linda said that the honor is Juniata's to have alumni representing JC on and off campus, both through monetary contributions and volunteer efforts.

**Career Services Reporting Change** - As of June 1, 2011, Career Services moved under JC's Development office. This has proved useful, as evidenced by the successful Career Day and other events during 2011-12 (see list of Career Activities below.)

**Juniata received a Howard Hughes Grant** (through Michael Keating) – only 47 colleges received one, so it will create visibility for Juniata. It funds the implementation of a leadership initiative to introduce ethical, legal and scientific areas of genomics, to integrate disciplines. Perhaps Juniata can create a model for others to follow.

**Paul Simon Award for International Studies:** Juniata was 1 of 5 schools to receive it, demonstrating the success of our focus on internationalization and being part of the global marketplace.

**Giving Results:** One of the strongest years ever:

- JC Scholarship Fund: ended with over 1 million!
- Endowment: raised \$5m, second largest ever.

**Career Day:** 98 businesses participated; 11 were Fortune 500. We deeply personalized the experience – for example, for 20 resumes JC handed out, 15 were qualified, as opposed to Penn State, who hands out 200 resumes, and only 1 fits.

- After 60 days, we send out notes to students/employers re outcomes, but few reply. Anecdotally, we know some students got jobs, but it is hard to measure.

- The economy has improved; some seniors already have found jobs.

- 2011 survey – 90% of students are either employed or in grad school... now JC would like to find out if students are fully employed or under employed.

**Career Fairs off campus** – Juniata is examining if JC could participate or provide more regional fairs, maybe linking with regional alums to network a bit. Career Days are always during the school week, so it is hard for students to miss classes.

**Lifelong Relationship** - JC is trying to get alums to understand that their relationship with the school is a lifelong one. It is not just for students, but good for networking at all ages.

**100% of our students needed and received financial aid** – when they apply to JC and a public school, JC is typically able to give more funding and get students graduated within four years. JC follows the principle that you set your tuition at quality level where you are along with peer schools like Allegheny, and then give financial assistance needed afterwards. Bucknell and other colleges have more name recognition. We are only one of a few schools who made their annual enrollment target without lowering student standards or discounting prices.

**Old Ellis Mailbox Doors** will be mounted and sold on a first come, first serve basis. Act quickly if you are interested in purchasing one!

## 5. **Alumni Office Update: David Meadows, Director**

**Presidents Farewell Tour:** Promoting Juniata Connect at each event.

We have completed events in Harrisburg and Denver and New York City (April – Harvard Club). In NYC, the host paid more than usual, and the spirit in the room was the same! We bring together people across the generations, and people meet others in their region that they didn't know were there! Nice network outcome.

Future events include:

St Louis (Brethren Annual Conference - July)

California (Sonoma – at the Statton's, Aug 26)

Boston, Philadelphia, Houston

The Tour ends in February during the Trustee Exec Committee in Washington, DC.

**Alumni Weekend** – Katie Dickey reported.

- **Volunteer Roles:** Chris Bair will show the council during break all of the volunteer responsibilities so that council members can sign up to help.

- **Halbritter Theater will be used for the Celebration of an Era Gala** – volunteers can help herd people into the theatre from the reception, and then herd them to Ellis Hall for dinner.

3 things the Alumni Council can all share and promote intentionally this weekend:

Juniata Connect

Gold Card

Presidential Search Report

## Career Services – Career Readiness Activities, 2011-2012

### 32 Career Workshops Provided:

- 6 Resume Writing
- 7 Interview Skills
- 4 Job Search Strategies
- 4 Choosing a POE and Career Direction
- 2 Getting an Internship
- 4 Graduate/Professional School Planning
- Personal Statements
- 1 Affirmative Action

### Career Events where Students meet Employers:

**Juniata College Career Day:** A Job, Internship, and Networking Fair: hosted 98 employers and multiple opportunities the week prior to the event, such as:

- Graduate School Panel Discussion
- Federal Government Employment presentation
- Entrepreneurial Panel Discussion
- Wine and Cheese Networking Event
- Wine Etiquette Event

**Creative Careers Seminar at Carnegie Mellon University** (transportation provided)

- Sales & Marketing
- Public Relations
- Performance Arts
- Visual Arts
- Journalism

### Transportation to 12 Career Fair Events Across the Commonwealth including:

- Penn State University Fall & Spring Career Day – All POEs (transportation provided, 4 days)
- Central Pen. Employment Consortium CPEC Job Fair – All POEs (transportation provided)
- Pittsburgh Educational Recruiting Consortium – PERC Job Fair – All POEs (transportation provided)
- Western PA Association of Career Services WestPACs Job Fair – All POEs (transportation provided, 2 days)
- IUP Accounting Day (transportation provided)
- Accounting Interview Day
- Community College of Allegheny County – BOYCE Campus, Monroeville, PA Math/Science Interview Day (transportation provided)

### Employers on Campus (other than Career Day)

- American Income Life
- Northwestern Mutual Financial Services
- North Star Consultants of Texas
- Student Conservation Association
- U.S. Marines
- PA National Guard
- U.S. Navy

**More than 550 individual business communications** (face-to-face, phone)

**One-on-one Counseling Sessions** (covering topics such as POE selection, resume writing, cover letters, internships, career paths, etc.):

- 2010-2011: 400+ individual student sessions
- 2011-2012: 850+ individual student sessions

### Regularly announce Internship and Job Opportunities as Receive

- Daily electronic announcements
- Emails to faculty in appropriate study areas
- Emails to students in appropriate study areas

**Juniata Connect** – online searchable database where students and alums can network and find others in their professions, list and search jobs and internships

**Juniata Jobs** – online tool (national database) for job and internship searches – open to students only

**Eagles Throne** – bi-monthly newsletter featuring career/internship information for students

### Etiquette Dinner with Guest Speaker

**Classroom Presentations** to 12 different classes with nearly 325 students in those classes

**Teaching Classes** – Darwin Keyser taught four classes throughout the Academic Year with 88 Students Enrolled

### Currently Investigating

#### Web-based workshops for student success and career education including:

- Maximize Your College Experience
- What it Takes to Be a Successful Student
- Time Management
- Understanding and Conquering Procrastination
- Financial Literacy
- Stress Management
- 10 Steps to Financing Your Education
- Discovering Your Learning Style
- Study Tips and Note-taking Strategies
- Test Anxiety – Strategies to Help You Succeed
- Understanding and Avoiding Plagiarism
- Exploring Careers & Choosing a Major
- Mastering the Interview
- Writing Effective Resumes & Cover Letters

**Hosting a Career Education Certification course** on Juniata's campus allowing faculty members and administration to become certified career counselors.

## 6. Brief Summary of Year – Parisha Shah '01

Parisha recounted how she is finishing her 6<sup>th</sup> year on alumni council, and it has been fun to torture Frank Pote. Council continued the good work we started several years ago, with a lot of continuity between “council administrations”, and including program improvements based on lessons learned each year.

She thanked all of the Chairs and their committees for their hard work: JoAnn, Kelli, Brad, Chris, Frank -- all committees had amazing results!

**Career Fair:** all of the small changes we made year to year came together, bringing the Fair to a new level! We have learned you can't turn things around overnight, but we can discuss how to best use of alumni volunteers to help the overall goals of college. Amazing numbers, showing how we saw it develop “one step at a time”.

**Enrollment:** alumni played a huge role in recommending students to the college; more of their recommended students come here than others not recommended by alumni. 309 alumni turned in 409 cards to help JC enroll 430 students this year!

**Homecoming/Alumni Weekend** – helped to bolster Alumni Weekend activities to make a positive weekend, making sure faculty we have invited feel welcome.... we will have to submit updated report after this weekend! 1,226 people came to Homecoming weekend in the rain last fall!

**Communications Committee:** Set a tangible goal to increase Juniata Connect alumni membership by 25% but increased it by 45%! We have a basic database and a framework for amazing networking! The first step is to get people on it and help it become a valuable alumni repository for the Juniata community!

**Council Giving Leadership:** We achieved 100% in giving from alumni council this year! While it is not our main purpose, giving is important for leaders representing the alumni community.

In summary, the Council is about doing good work! JoAnn will continue the good work in her role as President, with even more improvements.

## 7. Presidential Search Report – Frank Pote '73 and Tim Statton '72

Frank and Trustee Tim Statton gave a PowerPoint update and discussed the process thus far.

### Search Committee Membership:

Trustee reps: Bud Wise, Mary White, Tim Statton, Gayle Pollock

Faculty Reps: Belle Tuten, Jerry Kruse, Wei-Chung

Admin Reps: Rob Yelnosky, Athena Frederick

Alumni Rep: Frank Pote

Student Rep: Rob Strauss

### Overall Structure of the Search

**1. Pre-Search Visit:** Academic Search Company

Stan came to campus, met with search committee, trustees, and any employees who wished to come, key personnel to get good feel for things.

**2. Reference Calls:** When we get short list, we'll do reference checking - anticipate 6-10 to interview for fall, then campus visits.

**3. Neutral Site Interviews**

**4. Campus Visits**

### Presidential Characteristics

Architect: Designer of Ideas and Relationships...not building

Cheerleader (endowment, buildings/site plan, keep on task)

Taskmaster

Ambassador (go out and travel, meet the alum community who we are)

Common Sense, Sense of Humor and a Fascination and Love of Human Beings between ages of 17-22 (our bread and butter) Kepple did some crazy things to support Juniata!

### Advertising Plan

-Trustees Briefed during Oct, 2011 meeting

- Formed 6 groups to discuss President's characteristics and challenges to be faced
  - Group 1: Focus on Gravity of Decision
  - Group 2: Major ideas
  - Group 3: Academic or Development?
  - Group 4: Leadership and Management Issues
  - Group 5: Finance and Recruitment
  - Group 6: Focused on Personality

It is a very inclusive and good process, but a different process than one uses in business. This is a very transitional time. There is a big article on education in USA Today on the college fight for students. JC's incoming class is only 50% from Pennsylvania, and there are 50 (1/8<sup>th</sup>) Chinese students...much more diversity.

We have an ambitious master plan. We need a good CEO, not just a good educator. Enrollment and retention are huge. We live on tuition at this point until we substantially grow our endowment. The CEO has to have fundraising capability, and can't be afraid to ask for money and seek diversity. The CEO needs to be competent to know what makes Juniata special (the secret formula). He/she must grow the endowment.... And thank alums and institutions for "getting it" and believing in the institution. Gifts have allowed a lot of improved technology, the CEO needs adeptness in technology and future needs. Must manage Faculty, all experts, well – and Tom and Jim have been good at this. Financial Acumen is a must. In this tight market, JC can't miss a beat. We would like someone with a Global reach but local touch. We've developed this at Juniata, and now have students from Thailand, Taiwan, Vietnam, and Burma. Must guide Juniata in the town-gown relationships: can't be alienated from the local community. Gold cards really are gold!! It's really important for the institution!

**Advertisements placed during May:**

- Chronicle of Higher Education
- Hispanic Outlook
- Inside Higher Education
- Journal of Blacks in Higher Education
- Women in Higher Education
- Diverse

We are listed in the Chronically with the big hitters.

**Timeline**

Jan 30-31	Pre-Search Study by Academic Search Search Committee Organizational Meeting
Feb	Finalize Leadership Characteristics/Complete Search Profile
Apr 20-23	Submit Print and On-line Ads
May-August	Recruiting Period, with August 22 deadline
July 28	Initial Screening Exercise
September 7	First Screening
Sept 28	Second Screening
Oct 19-20	Off-site interviews
Nov	On campus visits by Selected Candidates
Nov 30	Evaluate Campus Visits, Prepare Recommendations for Trustees
December	Joint Meeting of Trustees and Search Committee
December 31	Appointment of President

**Current Status**

The print ad ran in the Chronicle in the May 4 issue  
 The electronic ad ran from May 1-31 in numerous places  
 The ad and profile are of course still posted on the Academic Search website.  
 Committee is in contact with just under seventy individuals, and Stan has talked individually with more than two dozen of them.  
 Have received two dozen completed applications, and additional 32 formal nominees from whom we have invited formal application, and an additional dozen prospects whose names have come to us informally and whom we contacted inquiring of their interest.  
 The applicants include current deans, provosts, vice presidents, and sitting presidents.

**Questions:** Go to [www.juniata.edu/president/search](http://www.juniata.edu/president/search)

There is a 12 page information brief that is sent out to interested parties, can get a copy from Frank or Tim on the search page.

Geoff Clarke asked if this is a typical search? The presenters said we are actually ahead of the game, as a lot of time was spent up front where needs were fine-tuned before we went public. Tom Kepple was originally was going to retire in 2011, but was asked to stay for 2 years, allowing us to finish some major initiatives and have more time to search. But it is complicated in that the VP and Provost are leaving at the same time, per earlier plan. It is a double-edged sword – daunting, but it also allows the President to bring in her/his own people; gives her/him influence over choices.

Chris: Will there be a whole second selection process for VP and Provost? Depends on the President selected. Linda Carpenter mentioned that this information is important to get out to friends and alumni.

#### **8. Recognition of Faculty Representatives and Outgoing Council Members**

Parisha Shah thanked outgoing faculty and alumni council members for their service and presented them with a gift:

- **Jim Donaldson '67** – hung around as a Faculty Rep on Alumni Council for 6 years – and liked giving the “true” report, according to Jim Donaldson!
- **Joanna Acri '04, Geoff Clarke '75, Frank Pote '73, Bill Rys '96, Sarah Young Fisher '75, Andy Zimmerman '86**

#### **9. Passing of the Gavel and Brief Comments**

Parisha officially passed the Gavel to the incoming Alumni Council President, JoAnn Bowman. JoAnn thanked Parisha for her outstanding performance this year, and recounted that as Past President; Parisha would serve as Chair of the Awards and Nominations Committee.

JoAnn also promised to continue improving the programs in progress, and that we would also do a midpoint review of our 2009-14 Strategic Plan, seek benefits we might offer Alumni as further incentives to become involved on Juniata Connect, post all of our Alumni materials on-line on Juniata Connect where they are accessible by council members, and consider conducting another Alumni Survey, building on the baseline conducted two years ago. It would be useful to survey Alumni on what they would go to Juniata Connect for.

#### **10. Adjournment & Photos of 2012-2013 Council Members Group**