



Alumni Council February 25, 2017 Meeting Minutes

Meeting Attendance

Those in attendance indicated in bold

Council Members	Staff and Faculty
Ashley Appleman '07 Annette (Reeder) Bair '93 Paul Berry '05 Christie Brown '92 Gabe Castro '12 Bonnie (Wineland) Crawford '64 Fran Fiorino '78 Mike Ford '82 Shane Gallagher '10 Timothy Gill '08 Tracy (Stough) Grajewski '86 Stephanie Haines '92 Elise Mihranian '14 Brenton Joo Mitchell '06 John Noble '61 Marion (Kercher) Oliver '64 Jigar Patel '08 Debbie Reidy '10 Bill Rys '96 Gregory Schmidt '77 Parisha Shah '01 Diane (Morrow) Snider '79 Jennifer Wade '88 Roxann (Binner) Yon '84	Matthew Damschroder , Vice President for Student Life and Dean of Students Katie (Padamonsky) Dickey '97 , Associate Director of Alumni Relations Chris Gibboney , Alumni Relations Specialist Genna (Welsh) Kasun '06 , Director of Social Media and Content Coordination David Meadows '98 , Director of Alumni Relations Christina (Garman) Miller '01 , Associate Director of Alumni Relations Miranda (Gresko) Peruso '00 , Director of Annual Giving Holly Rennell , Admission Counselor Dawn Scialabba , Alumni Relations Assistant Gabe Welsch , VP of Advancement & Marketing Sharon (Simpson) Yohn '99 , Assistant Professor of Chemistry
	Students
	Madeline Bennetti '17 , Student Government President Sierra Mellish '17 , Senior Class President Stephanie Njeru '17 , Student Alumni Association Executive Board Member Kelly Reynolds '17 , Juniata Activities Board President

Action Items

	Action Item	Owner

Meeting Minutes

Time	Topic	Minutes	Related Attachments
9:03 AM	Call to Order	<ul style="list-style-type: none"> Annette Bair called the meeting to order and reviewed the meeting packet and materials 	

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		<ul style="list-style-type: none"> Bonnie Crawford explained the note cards included in the packet which will be sent to admitted students 	
9:05 AM	Approval of Meeting Minutes	<ul style="list-style-type: none"> Parisha made a motion to approve the minutes from the October meeting Brenton seconded the motion 	
9:15 AM	Team Building Activity	<ul style="list-style-type: none"> Brenton lead us through a team building activity where council members paired up with someone they didn't know very well to teach them how to do something (a dance, a trick or something they've learned) 	
9:32 AM	Awards and Nominating Approval of the Slate	<ul style="list-style-type: none"> Annette reviewed the green document in the packet entitled "Awards & Nominating Committee 2016-2017 Slate for Approval" and the "Biographical information" sheet on the nominated candidates Gabe Castro asked if the nominated award recipient winners are aware they are receiving the award <ul style="list-style-type: none"> David Meadows explained that part of getting the award is committing to being on campus for alumni weekend which means they have to know in advance The Awards & Nominating Committee Slate was approved by council 	
9:40 AM	Administration Comments	<ul style="list-style-type: none"> Matthew Damschroder explained his newly configured position. (He is to be both strategic and accessible.) Matthew shared his key vision for student life. <ul style="list-style-type: none"> Student learning should be a seamless process that occurs with all interactions that students have with the college and all employees of the college (classroom, lectures, other) We prepare people to solve big problems (not to produce worker bees) He talked about the partnership that has developed between his office and the Provost's office to ensure that student life is an expansion of the learning that occurs in the classroom (in a thoughtful way) Matthew talked about some of the real-life examples of how the new Residential Life model is helping Juniata students develop and grow as people and develop into adults who will change the world Matthew talked about the guiding principles of Student Life <ul style="list-style-type: none"> Students remain the core mission of all Student Life areas Students shape their experiences and the campus "We are all us learning from all of us" Student input, voice, partnership is critical 	 Alumni Council presentation damscl



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		<ul style="list-style-type: none"> • Student Life Priorities <ul style="list-style-type: none"> ○ Retention → Graduation <ul style="list-style-type: none"> ▪ Policies and practices ▪ Supports and safety nets ▪ Campus climate ○ Residential Life program vision ○ Closer alignment with Academic Advising ○ Culture of consent ○ Diversity interactions ○ Climate survey results ○ Health and wellness ○ Ellis Hall renovations ○ Community service ○ Eagle spirit, traditions, campus community • “We are not recruiting students, we are recruiting alumni” – Matthew Damschroder • Matthew talked about how we can transition Residential Life from residence halls to living places that give students exposure to new experiences • A new director of Community and Student learning will be starting on Monday, February 27, 2017 • Matthew answered Q&A from council 	
<p style="text-align: center;">10:21 AM</p>	<p style="text-align: center;">Faculty Comments</p>	<ul style="list-style-type: none"> • Sharon shared updates on what is going on for faculty on campus and stated that the election was one of the largest issues that faculty had to contend with. The key issue for them was that they have strong training in their subject areas but are not always as well trained to deal with student’s life and mental challenges. • It was great to be in a place like Juniata where dialog was encouraged. Community was encouraged and it was mostly a positive response. • Sharon shared a story of a student writing “You are loved” in the snow • Sharon feels that, out of all of this, the campus has moved toward activism. For example, a large group went to the Women’s March in DC and there are Citizen’s Climate Lobby events in Huntingdon. • Sharon answered questions from alumni council 	
<p style="text-align: center;">10:38 AM</p>	<p style="text-align: center;">Trustee Comments</p>	<ul style="list-style-type: none"> • Bill Rys talked about a trustee meeting three weeks ago in Philadelphia. Kicked off with reception at Franklin Institute (great evening). • Started with subcommittee meeting and then had a presentation that lead into the full meeting • Presentation was done on the “Sustainability Challenge for small colleges today” by Dr. Ted Long, President Emeritus at Elizabethtown College 	



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		<ul style="list-style-type: none"> • There was a large focus on the enrollment discussion and what we can do to help get more students coming to Juniata and get ahead of the curve • Questions about competitors – beds to fill and throwing money at students • Discussion on the finances and the business model with the entire board to make sure everyone is on the same page for future discussions • Talented people on the board – instilled confidence • Next meeting will be in April • What surprised our three trustees about the board? Having a seat at the table; diversity; not stuffy; welcoming; non-alums love Juniata; hard work; after three years and getting feel of it, the term is done 	
11:03 AM	Break		
11:15 AM	Senior Class President Comments	<ul style="list-style-type: none"> • Sierra Mellish '17 provided an update on some upcoming fundraisers that the senior class is planning for the rest of the of the year (T-shirts: "I thought, I evolved, I acted," Celebrity Bartender, Senior Week) • The class gift will be a Class of 2017 Scholarship. They will meet the rest of the semester to figure out the focus of the scholarship • The goal is to raise \$ 55,000 and with 90% class participation (minimum is \$50,000 for scholarship to be usable) 	
11:19 AM	Juniata Activities Board Comments	<ul style="list-style-type: none"> • Kelly Reynolds '17 provided an update on Madrigal, which was a Great Gatsby theme this year. Juniata's Got Talent (400 students), Springfest 4/9/17 with music-fest vibe, the day after Relay for Life • Provided an update on some upcoming trips as JAB has continued the transition from putting on one major event to focusing on trips to various locations (DC, Baltimore/Inner Harbor) 	
11:22 AM	Student Government President Comments	<ul style="list-style-type: none"> • Madeline Bennetti '17 spoke about the election and events that have occurred on campus leading up to and following the election in order to promote conversation • SOAR Dialogues at Global Commons • National Day of Silence • Spoke about suggested changes that students have been making to the roommate change process. Based on feedback from students, it's not an easy process for students to request a new roommate. New speed-dating type sessions incorporated. • Senate proposal is being made for a new academic program that would allow students to take half their 	

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		<p>semester credit as a large project to achieve, along with half coming from regular coursework credits</p> <ul style="list-style-type: none"> • The Juniatian, after a one year break, will be back in an online digital format which will include content from all departments on campus 	
11:28 AM	Student Alumni Association Comments	<ul style="list-style-type: none"> • Stephanie Njero '17 thanked the alumni council for their contributions to wine and cheese (approx. 120 students) • Career Day had approx. 340 students • She talked about a volunteer event at the college's new property (Sparks Farm) where SAA and alumni cleaned up the area and stained some of the pavilion 	
11:54 AM	Alumni Staff Comments	<ul style="list-style-type: none"> • Christine Miller provided an update on the new leadership structure of the Juniata Clubs • This change is being made to align the groups' leadership with the college's strategic plan and to make room for campaign events • David Meadows gave a preview of MyJuniata running on iModules • The focus of this is to modernize event registration, email distribution, and add an online alumni directory • The site is going through final tweaks and updates during the next few weeks • David will be reaching out in the next few weeks to use council as a test group to help validate that the site is user friendly and useful • By default, the directory will only show a person's name and graduation year, unless they choose to show more • Target for rollout is for mid-March 	
12:25 PM	Lunch		
1:21 PM	Brand Update	<ul style="list-style-type: none"> • Genna Kasun did a walkthrough of some events that have occurred on campus around the new brand • A branding event was held in Philadelphia with the trustees • At each of these events, the new logo was introduced and the key parts of the logo were explained along with the seal • Genna discussed the marking that is occurring around the new brand and new messaging and the specific marketing that we are focused on. The stories and messages are being tailored to target these specific audiences • We had a discussion around how to tell our own stories and echo the story of the brand, along with how to share it with other alumni and prospective students 	 Alumni Council Branding Update FE



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		<ul style="list-style-type: none"> Resources: Brand workbook, Brand handbook, think.juniata.edu, social media, swag The Bookstore is starting to carry items. Get more swag by going to events. 	
2:22 PM	Committee Breakout		
3:20 PM	Review of Goals	<ul style="list-style-type: none"> Annette provided an update on progress toward the goals 	
3:42 PM	Enrollment Committee Update	<ul style="list-style-type: none"> The enrollment committee will be holding a training session on the Juniata Community Scholarship at the June meeting Moving forward, the enrollment committee will be reporting their updates in the context of the enrollment cycle and will start reporting on the key metrics that the enrollment office work is focused on 	
3:49 PM	Communication Committee Update	<ul style="list-style-type: none"> The committee is focusing on educating people on the importance of each Juniata story. It does not have to be transformational to make a connection with a prospective student. All are important and impactful. Main focus is going to be on helping council share their story and get other alums to do the same Emeriti Newsletter – share it in the community 	
3:53 PM	Career Services Committee Update	<ul style="list-style-type: none"> The committee will be sending a second thank you note to new alumni who attended Career Day Wine & Cheese Event was their big project for the year Did resume review to help Career Services office The grad school table at Career Day was very successful and we are looking for more volunteers to help staff the table next year - Katie suggested that we reach out beyond council to get more people (like Mike Lehman) 	 CAREER SERVICES CMTE BREAKOUT MI
3:58 PM	Development Committee Update	<ul style="list-style-type: none"> The branding discussion continued and they talked about how they can relate the story to how giving back helps enable others to have a story They have made calls to a group of alumni and they are looking for additional volunteers to help make calls 	
4:04 pm	Adjournment	<ul style="list-style-type: none"> Elise moved to adjourn the meeting Fran seconded the motion 	

Fun Quotes from the Meeting:

- “Don’t under-estimate the power of the sticker.” – Diane Snider ‘79
- “So stalking on campus is not good but stalking alumni off campus is okay” – Greg Schmidt ‘77
- “I’ll sit up like an adult” [Said while leaning back on his chair] – Bill Rys ‘96