

Members Present:

JoAnn Bowman '75

Jack Canton '73

Geoff Clarke '75

Ellen Church Coffman '67

David Corman '77

Brad Haubert '93

Bruce Moyer '74

Jessica Quinter '00

Bill Rys '96

Parisha Shah '01

Doug Spotts '89

Andy Zimmerman '86

Staff/Faculty/Administration Present:

Katie Dickey

Chris Gibboney

Tom Kepple

David Meadows

Russ Shelley

Jim Watt

Winter Alumni Council Meeting: Saturday, 27 February 2010
Sill Boardroom, Von Liebig Center for Science
Morning Session

Call to Order: Jess Quinter

Jess Quinter: Official welcome to everyone for the Winter 2009-2010 Alumni Council Meeting and a special thank you to those who came despite the very bad weather! Brief discussion about the general success of the “Career Readiness” event on Thursday evening and the Career Day event on Friday. With only eleven members present, the Council is lacking quorum at this meeting; all voting matters will be done over email or in some other forum, including approval of the previous meeting’s minutes. Everyone on the Council will receive a follow up regarding this matter sometime after the meeting.

Tom Kepple: President’s Report. Dr. Kepple focuses his report on where Juniata College is in the current market and where the college is going in the future in order to sustain and excel in the market.

1. Juniata’s strategy for success has always been to be “at the top”. We are the best Juniata so far – best faculty in the history of the institution and the most geographically diverse student body on record.
2. When comparing 2001 to 2009, the “overlap students” have changed (i.e. students who apply to other schools as well as JC). Overlapping prospective students in 2009 applied to more out of state schools and higher ranked schools than in 2001; the students who are applying to JC have changed.
 - a. Clarification from Bill Rys regarding to whether this is a reflection of students just applying to more schools; while some students may be doing this, the overlap students population is shifted more towards students applying to higher ranked schools.
 - b. Clarification from Bruce Moyer regarding the database for this information; this information mostly comes from the national FAFSA database.
3. Forbes Ranking – Juniata is ranked 75 out of 3800 colleges and universities in the U.S. (rankings are driven by outcomes).
4. U.S. News and World Reports Ranking – Juniata moved up from 98th to 85th (this has a lot to do with money).
5. What’s coming up next?
 - a. Historic disadvantage of Juniata is the small endowment, and the college is moving into an endowment campaign.
 - b. Juniata is on track for 420 students for the 2010 incoming class.
 - i. Question from Bill regarding class sizes; 420 students would be the second largest class on record with the largest being 2 years ago with 473 students.
 - ii. Question from JoAnn Bowman regarding the GPAs of the students for the incoming class; in general 40% of the students are in the top 10% of their class, and this is similar amongst Juniata’s competitors. Most schools are not paying too much attention to the actual GPA numbers, because they have become hugely inflated over the last several years.

- c. The business plan is to keep on doing what we're doing (this is every college's plan at the moment!); we are not certain if this plan is sustainable forever.
 - i. Possible partnering with other schools to offer students graduate degrees (combined degree BA, MBA with Germany), signed an agreement with Penn State to participate in the nanotechnology program.
 - ii. Possible online coursework for nonprofit degrees.

Russ Shelley: Faculty Report. Russ shares information about the Scholarship of Teaching and Learning, before giving a few other updates on the faculty/departments.

1. SoTL Center (Scholarship of Teaching and Learning) was borne out of the strategic plan to support faculty working on improving aspects of their teaching.
 - a. SoTL provides an opportunity for faculty to understand that their peers have the same issues in the classroom.
 - b. This program is helping faculty understand better what other people are doing in their respective classrooms.
 - c. Russ mentions that the brown bag lunch meetings provide a good outlet for faculty to interact with one another, as was done in the past on "no-class Wednesdays", when there were specific periods of time set aside for this purpose.
2. Other Updates.
 - a. Chemistry department is again revamping their curriculum; there will be no chemistry lab fall semester of freshman year in the updated program.
 - b. The faculty benefits committee is considering a launch of a survey amongst the faculty to determine the balance between teaching load and scholarship.
 - i. Question from JoAnn Bowman regarding how we are measuring that the faculty are actually getting better; there is an increase in general credentials, improved self-evaluations, more students receiving Fulbrights and faculty being involved in helping them, increased publications.
 - ii. Question from Bruce Moyer regarding minimal requirement for faculty to engage in scholarship; pre-tenure, there is requirement, but not post-tenure. After faculty members are tenured, they can engage in scholarship as they think best suits their time/needs; however, each year, faculty members do have to submit their main goals for the year to the provost, so there is accountability built into the system.
 - c. Discussion amongst departmental chairs at their meeting to try and funnel more Juniata students to non-English speaking study abroad experiences.
 - d. General question from Bill Rys regarding the feelings amongst the faculty about the administration; the spirit among the faculty is good, despite the faculty being nervous about the economy. Overall the faculty are behind everything the administration is doing and they are particularly excited about the college becoming more national and "bigger" than Huntingdon. Russ concludes that one change necessary is to increase information flow between the Alumni Council and Faculty.

Geoff Clarke: Trustee Report. Geoff goes over the main points from the last trustee meeting, noting that he was not there at the meeting, because he was on vacation!

1. Exceeded the goal set for the scholarship fund this fiscal year, which is fantastic news.
2. Trustees have been engaged with the college to sponsor “Changing Lives” events, which are intimate gatherings at trustees’ homes, showcasing the accomplishments of Juniata alumni. The events are very effective and moving, and the hope is that they will help in boosting the endowment of the college.
3. Budget is balanced for the fiscal year and with enrollment numbers on target for this coming academic year, Juniata is doing well in the current economy.
 - a. General question for Geoff from Bill Rys regarding the general perception of the college in town; Geoff mentions that there will probably always be an issue with a small group of students that get bad press (and Russ concurs that this is likely an issue in any college town), but that overall the perception of the college is positive.

Jim Watt: Alumni Office Report. Jim begins by sharing that the Alumni Office continues to undergo positive changes, especially in regards to the Affinity and Regional programs. Katie Dickey and David Meadows give their reports for these groups first before Jim concludes.

Katie Dickey: Career Day and Affinity Program Report.

1. Career Day was hugely successful! Students were pleased with the Career Readiness workshop on Thursday evening. One of the main focus areas for the event this year was to help students have better resources and preparedness for the fair, and it appears that we were on the right track this year.
2. Affinity Group Overhaul: Aim for Affinity Groups is to have a mutually beneficial career-focused relationship between students, alumni, parents and the college.
 - a. Katie and Jim met with faculty department chairs about Affinity Groups to determine how the faculty were responding to the programming and to ask what the faculty wants from alumni. This is critical for structuring the groups to be the most useful for the college.
 - i. Faculty feel like Affinity groups are unorganized and too much work.
 - ii. In a follow up email, faculty responded that most departments would benefit from alumni to come back for courses, seminars, and panel discussions.
 - b. Three main areas of focus right now.
 - i. Law Affinity Group – being organized by Jack Barlow; asked for alums to return to campus to speak about their careers (event planned for April).
 - ii. Instrumental Music Group – being organized by Tara Fitzsimmons; even though this is not a career-based groups necessarily, the instrumental music group is having a reunion, and an event will help those alums make a connection through this group.

- iii. Parents' Council – next meeting/event is scheduled over an Enrollment Center Open House, to allow the Council to participate in that Open House.

David Meadows: The Juniata Network.

1. The Regional Network is the number one priority in David's office. JCDC is the first major attempt at adopting a regional program charter that is focused on the Juniata Network.
 - a. "Headline" events are now replacing "Marquis" events in the Regional Network.
 - b. First headline event in D.C. will be held in April (headline events are by invitation only).
 - c. Philadelphia and Pittsburgh are next on the list for transforming the regional program.
2. A new thing: special dinner events in strategic locations geared at talking about the Juniata Network.
 - a. David attended a dinner in Atlanta with President Kepple where 25 people were in attendance. The goal was to discuss the network and learn more about Juniata (*Changing Lives* videos were shown). This event was particularly special because two prospective students were in attendance and their acceptance letters were personally handed to them by Dr. Kepple.

Jim Watt: Alumni Office Report. Jim starts by saying that the Alumni Office is one of the few offices on campus that works with every single department. As such, he says that the office is going to begin a rumor that they are the best department on campus. Jim then shares two main areas of focus from his office right now.

1. Contact Database: We are opening up the database! The office will not be giving out personal information directly, but they will send emails to alums alerting them that students/faculty want to contact them.
 - a. The office is going to be purchasing software to do this, which is a good both financially and in terms of not having to develop new technology in house.
 - b. The system has not yet been purchased and thus far does not yet have a name – ideas?
2. Homecoming: Our homecoming needs an overhaul. We are missing a large opportunity for students to see how alumni interact with each other and with faculty and staff.
 - a. The overall cost of the event is only \$4000, which is extremely low when taking into consideration the number of people in attendance.
 - b. The Alumni Office wants to increase this budget in an effort to improve the event and make it a vital part of building the Juniata Network.
 - c. Both Jessica Jackson (Office of Student Activities) and the Development Office are on board with increasing the budget for Homecoming Weekend.
 - d. The goals and objectives for overhauling the weekend are:
 - i. Increase student attendance and involvement
 - ii. Increase faculty participation

- iii. Increase overall entertainment (many other schools have much more successful Homecoming weekend programming)
- iv. Improve food, programming, and planning (i.e. hiring temporary staff if necessary to prevent Alumni Office personnel from having to personally handle so many details).

Student Reports

Jordan Yeagley '10, Senior Class President: Senior Class Gift project theme: Increasing accessibility on campus.

1. Three phase program (efforts currently focused on Ellis Hall)
 - a. New lift for outside of Ellis Hall (current one is sketchy at best and not practical for most people in chairs)
 - b. New electronic buttons for accessible doors
 - c. New ramp from South Parking lot
2. Depending on how much money is received, one or all of the parts of the gift can be purchased by the outgoing class
 - a. T-shirts are still on sale for supporting this effort!
3. Other ongoing projects include:
 - a. Service Project raising money for Haiti
 - i. Class has a "spare change" program encouraging students to give money (they went door-to-door).
 - ii. President Kepple had agreed to match donations up to \$1000; the class collected \$350, and Dr. Kepple donated his sponsored amount of \$1000 for a total of \$1350 donated to hurricane victims in Haiti.
 - b. Preparing for All Class Night
 - c. Planning graduation activities

Dustin Gee '10, Chair of Juniata Activities Board (JAB): JAB Report

1. Very busy fall semester for JAB with two major efforts ongoing: increasing leadership development and commitment to service learning.
 - a. Leadership Workshop Series – focuses on leadership development skills for JAB members, increasing male involvement on campus, retaining upperclassmen in the organization, engaging students throughout their time at Juniata, member appreciation, and supporting co-sponsorship efforts.
 - b. Community Service Trip – JAB organized and supported a trip for 12 students to go to Guatemala for a community service effort (this was the alternative spring break trip).
2. Spring Semester Update
 - a. Announcement of the bands at Springfest: Quiet Drive and Gloriana.
 - b. Springfest and Relay For Life are being held simultaneously this year (April 16th and 17th)
3. May Day is scheduled for May 5th

Erin Stein '10, Vice President of Student Government: Student Government Report

1. Fall Semester Update
 - a. Class Events/Projects
 - i. Freshmen – class unity event
 - ii. Sophomores – cards for soldiers in Iraq
 - iii. Juniors – working on cleaning/mapping Peace Chapel Trails
 - iv. Seniors – T-shirts for supporting senior class gift
 - b. Budget
 - i. Allocated \$5000 to clubs last semester
 - ii. Two new registered student organizations (RSOs)
2. Spring Semester Update
 - a. Class Events/Projects
 - i. Freshmen – upcoming class unity event
 - ii. Sophomores – class discount to Calvert's (used to be the faculty dining room and is now open as a restaurant on Friday and Saturday nights)
 - iii. Juniors – ongoing Peace Chapel project, T-shirt sale at Pig Roast
 - iv. Seniors – collected change for Haiti, working on programming for Senior Week
 - b. Budget
 - i. Allocation of another \$5000 to RSOs
 - ii. Some money was given to organizations to attend conferences
 - c. Other Notes
 - i. Student Government prepared and presented a declaration of appreciation to Sodexo employees: document showing appreciation to facilities services for all of their work during the snow, to Sodexo to still come to work and maintain the cafeterias
 - ii. Purchase of a monitor to go outside of Baker to advertise events on campus.
 - iii. Alcohol Amendment to money allocated to RSOs: documentation did not exist to specify that alcohol cannot be purchased with student government funds; if there is a reason for wanting to purchase alcohol, groups can appeal to the senate.
 - iv. Project Ellis: Focus is on Cyber Café and Cream Room
 1. Cream Room: Create a warmer, more comfortable place for studying/meetings.
 2. Cyber Café: make space more cohesive environment with Eagles Landing, create more seating.
 3. Progress: pool table moved, repainted, purchase of new items for the space.
 - v. All Class Night emcee is going to be comedian Ryan Reiss.
 - vi. Open Forum scheduled for April 8th; Kris Clarkson and President Kepple will be in attendance.
 - vii. Relay for Life is scheduled for April 17th.

Debbie Reidy '10: SAA Report

1. Career Day Update (first round of numbers from the event)
 - a. Career Readiness Event
 - i. 34 students and 11 alumni participated
 - ii. Overall positive reviews
 - b. Career Day
 - i. 23 mentors (39 pre-registered)
 - ii. 482 students (420 pre-registered; 154 walk-ins)
 - iii. 33 employers (54 registered)
 - c. Definitely some disappointment because of the weather, but overall, the reviews of the event were positive and students were strongly encouraged to contact employers that were unable to attend because of the bad weather.
 - d. SAA did a lot of publicity for this event, and it appears to have paid off in terms of the number of students that attended (personal marketing, posters, announcements, Facebook, etc.)
2. Senior Class Dinner
 - a. Speakeasy theme
 - b. Bruce Moyer giving the address to the students in Jess's absence
 - c. Highball glass is being given as the gift to students
 - d. Jordan Yeagley is giving the toast
 - e. Slideshow of pictures prepared for the event
3. Senior Salute is scheduled on April 8th; SAA members will be working at the Alumni table
4. SAA is working with the Alumni Office in preparation for events at Alumni Weekend, where some SAA students will also be in attendance.

Shane Gallagher '10, Alumni Office Intern: Update

1. Project has been focused on looking critically at the college website and deciding how it can be improved to support the Juniata network.
2. Plan for media push on the network:
 - a. Interactive feature to showcase how people can get involved in the network.
 - b. The idea is to really push the tangible outcomes for alumni and students from the Juniata network.
 - i. Four "showcase" features showing people with stories about the network
 - ii. Includes a feature of how Shane got his job (he was involved in the Juniata Job Shadow program and made a great connection with an alum (video features interviews with students and alums).

Winter Alumni Council Meeting: Saturday, 27 February 2010
Sill Boardroom, Von Liebig Center for Science
Afternoon Session

Bruce Moyer: Review of the Juniata Scholarship Fund (JSF). Bruce provides an overview about the current standing of JSF and participation in the program.

1. As of Feb 15th, we are \$50K ahead of last year
 - a. We remain below 30% participation for a second year – this isn't where we want to be.
 - b. JSF is projecting \$1M and 30% participation.
2. Expected that 100% Alumni Council members will participate in JSF, but the goal is also to encourage other alums to make participation gifts.
3. The goal for Alumni Council is to support 8-10 scholarships through JSF.
4. The Alumni Council is not a development arm of the college, but as leaders, we do have a role to fulfill for giving.

David Corman: Awards and Nominations Committee Update. There is not a finalized slate to present for incoming members to the Alumni Council, and, since we do not meet quorum, we cannot vote on this anyway! David does present the winners of this year's Alumni Awards and also presents the incoming Council Officers (which will have to be voted on by the Council at a later date).

1. Alumni Awards
 - a. Alumni Achievement Award: Gerald Wogan '51
 - b. Young Alumni Achievement Award: Joanna Holton '04
 - c. Alumni Service Award: 'Sandy Loughlin '67
 - d. Humanitarian Award: Rob Dintruff '77
2. Incoming Council Members
 - a. Three of the six new members have accepted.
 - b. Once the entire slate is decided, the information will be sent out to everyone on Council for a vote of approval.
3. Incoming Executive Slate for 2010-2011 Council
 - a. Vice President – Parisha Shah
 - b. President – Bruce Moyer
 - c. Past-President – Jess Quinter

In addition to David's report, the "responsibilities for Council members" information sheet was handed out to all present Council members. Bruce and David both recommended providing any feedback, questions, or concerns regarding the duties expected for Council members. David also mentioned that he is particularly emphasizing the information to the incoming Council members.

General commentary from Jim Watt that this is the first year that the awards and nominations committee has had 100% acceptances for the awards on the first round – hurray! Also, a lot of enthusiasm from Jim and the members of the committee in regards to the "plan of action" effort spearheaded by David that includes guidelines, timelines, and

general information for future members of the Awards and Nominations committee. This documentation did not previously exist, and it is going to be incredibly useful for this committee in the future.

Question from Geoff Clarke regarding awards given to alums attending major reunion years. Geoff pointed out that their 30th year reunion was made particularly special because alum from that year got an award; is there any effort being made to try to coordinate this? David – in general, we go with whatever nominations we have in front of us, and if we're lucky, there are great candidates for the awards that are reunion year alums. Jim – we are launching an effort to have nominations made for people in reunion classes.

Reports from Break Out Sessions

Parisha Shah: Affinity/Career Team Workgroups.

1. Overall opinion of Career Day
 - a. In general, most people found Career Day to be successful.
 - b. Students were definitely well-prepared for the event, which means that we are on target with planning events like the Career Readiness Event.
 - c. Having said this, there was discussion about students maybe being too focused on specific careers; it may be helpful in the future to encourage students to be more broad about work interests to avoid appearing uninterested in the options before them (we can incorporate this into next year's Career Readiness event).
2. Overall opinion of the Career Readiness Event
 - a. We are on the right path!
 - b. Everyone was in agreement who attended that this was an improvement over the general networking event from last year.
 - c. Maybe next year, more time can be allotted to practicing introductions and elevator speeches.
3. Future improvements/plans
 - a. Date Change: We are not committed to changing the general time of Career Day right now, but may consider opening this topic for discussion in the future.
 - b. Series of Readiness Events
 - i. There are a *lot* of career readiness topics that can be covered with students and only one evening to do it.
 - ii. We are interested in possibly having a series of readiness events, focused on different aspects of developing strong networking/job fair skills.
 - iii. The goal would be to target students for general improvement of these skills, which transcends only the Career Day event.
 - c. Coordinating Career Readiness Events with Affinity Groups
 - i. There's been discussion of having a Career Readiness/Career Related Affinity group, whose members are alums that attend events like Career Day.

- ii. If we have additional smaller career-related events, this particular affinity group can be involved in planning/organizing/staffing such events.
- iii. There was general favor in our discussion for having some smaller career events prior to the big career day to help in mentoring some of the students for whom the February date is too late for their particular interest (i.e. graduate/professional students, preparation of paperwork for students who want to work internationally, etc.)
- iv. We could have “headline” events on campus like these types of gatherings leading up to Career Day.

Brad Haubert: Survey Workgroup.

1. Getting ready to test survey
 - a. Asking for as much participation as possible from Alumni Council in testing out the survey!
 - b. Information from the test will be incorporated into the final survey, which is going to be distributed by email in March.
2. Analysis
 - a. Survey analysis is being headed up by a team within the group.
 - b. The information reported will not only be made available to the Council, but also will be something reported in the Juniata magazine, which will highlight the survey and the most relevant conclusions.
 - c. Discussion about the possibility of reporting the results to alumni at Alumni Weekend; Bruce – the initial report will go first to the Council before reporting back to the alumni. We have a responsibility to ensure that all of the data are being reported properly before sharing the information with the entire alumni network.
3. Anonymity
 - a. The survey is completely anonymous.
 - b. The group has opted not to know who opens the survey and actually fills it out; however, if people want to share specific ideas and make known their identity at the end, they can.
 - c. Question from Bill Rys regarding people filling out the survey more than once and possibly skewing results; Jim – the system is set up in a way that people cannot fill out the survey more than one time.
 - d. General appeal from Bruce: This survey has been a long time in the making and it means a lot in terms of how alumni from the college are interacting.
Please take the survey!!

The meeting is concluded with brief commentary from Bruce regarding the Senior Dinner. Bruce thanks everyone for their time and effort and officially adjourns the meeting.

Respectfully submitted,
Parisha P. Shah '01