

Current Members Present:

Christopher Bair '94
John Batchelor '69
JoAnn Bowman '75
Geoff Clarke '75
Sarah Young Fisher '75
Chris Gahagen '94
Brad Haubert '93
Sally Herritt '82
Angela Loose '96
Bruce Moyer '74
Scott O'Neill '80
Frank Pote '73
Jess Quinter '00
Jeff Rush '84
Bill Rys '96
Ron Seiler '77
Parisha Shah '01
Doug Spotts '89
Mandi Walls '99
Andrew Zimmerman '86

Staff/Faculty/Students/Emeriti Present:

Katie Dickey '97
Jim Donaldson '67
David Meadows '98
Andrew Murdock '11
Evelyn Pembroke
Travis Raup '11
Omar Schoenthaler '11
Stephanie Strauss '11
Jim Watt
Gabe Welsch

Current Members Not Present:

Joanna Acri '04
Ellen Church Coffman '67
Kathy Collins '92
Matt Markiewicz '83

Winter Alumni Council Meeting: Saturday, 26 February 2011

Sill Boardroom, von Liebig Center for Science

Call to Order: Bruce Moyer

Bruce Moyer: Official welcome to everyone for the Winter 2011 meeting of the Alumni Council. Bruce takes a minute to talk about Career Day and the previous evening's Networking Event, both of which were fantastic this year. Bruce leads the Council in a round of applause for all of the Alumni Office and Career Services staff and volunteers who worked to make this year's events possible and awesome! Bruce also acknowledges the Career Day workgroup and the rest of the Council for their efforts, including attendance, which made Career Day a possibility.

Before beginning the meeting, Bruce discusses a change in schedule. Due to the women's basketball game at 2pm, the Council will be working through lunch for the workgroup meetings, which will allow the meeting to be done in time to attend the game and support the team.

The first order of business is approval of the September 2010 Meeting minutes. Bruce draws everyone's attention to the minutes in the packet, and reminds Council members to review minutes prior to new meetings. A few jokes are made about how long and detailed the minutes are - haha. Bruce asks if there are any questions and asks for a motion to approve the minutes. Brad Haubert make the motion, and Doug Spotts seconds. All members present are in favor of approving the September 2010 minutes.

Gabe Welsch: Comments/Development Report. Gabe begins his report by promising neither to be lengthy nor boring in his comments to the Council.

1. Development Office General Plan
 - a. Career Day launched the second part of the major push from the Development Office regarding alumni events.
 - b. Soon to follow are events in Blair County and Pittsburgh, the Juniata Connect full launch, commencement, and then the culmination: Alumni Weekend.
 - c. Gabe commends the Alumni Office staff, led by Linda Carpenter and Jim Watt, but mentions that when he does so, they are quick to point out the role of the alumni volunteers in the success of events like Career Day.
 - d. He points out that it's wonderful to hear that and wants to share several examples of the role of Alumni/Council volunteers in making various ventures successful.
2. Facts and Stories Highlighting Alumni Council/Volunteer Participation:
 - a. Delaware Valley Club Regional Club Launch
 - i. This is a continuation of the progress the Council and Alumni Office are making in transforming regional groups.
 - ii. Leadership for the team is made up of current and past Council members, and their efforts are to be commended.

- iii. Many alums, including those from current and Emeritus Council, participated in a recent Delaware Valley Trustees event, which was incredibly successful and popular.
 - b. Career Day
 - i. Alumni and Council have played an important role in improvement and innovations around Career Day, including the mentoring dinner, increased number of employers, communication about the event, etc.
 - ii. In particular for this year, the Council has stepped in to ensure successful programming in increasing the employer to mentor ratio, which will hopefully continue in years to come.
 - iii.
 - c. Launch of Juniata Connect
 - i. Many alumni from Council have been involved in working out bugs to that system and getting it ready for the alumni-wide launch, notably Chris Bair, Chris Gahagen, Angela Loose, and Ron Seiler.
 - ii. Gabe encourages the members of Council to neither be alarmed nor dissuaded to participate in Juniata Connect due to Chris Gahagen's early presence on the site.
 - d. Survey
 - i. Gabe shares that Jim Watt recently took a call from a staff member at a college in Eastern PA who wanted to know how we were able to get a 38% response rate in our survey.
 - ii. Juniata alums care and respect the community to give feedback.
 - 1. In this regard, alums also served as an impromptu focus group when the College needed feedback for Homecoming and Family weekend Advertisements.
 - 2. Thanks to the group as a whole, 8000 people were spared from the sight of Dave Reingold in a bra and bunny ears.
- 3. General Areas of Success
 - a. Homecoming: This event was a major morale boost for the office, and the event successfully conveyed to parents and alumni that the Juniata community is strong and friendly.
 - b. Regional Network:
 - i. The improvements in this area have helped connect alums to Juniata who have been either at a distance or nearly completely disconnected for years.
 - ii. Regional events, both regular and special programming, have impressed prospective students, have gratified alumni, and have provided the development office another way to talk about Juniata across various media.
 - c. Gold Card Program:
 - i. General Stats
 - 1. Thus far for Fall 2011:
 - a. 332 Gold Card recruits
 - b. 183 have applied for admission (55% application rate)

- c. 151 currently admitted (82% admissions rate, compared to overall 69% rate)
 - d. 19 students have deposited thus far
 - 2. For comparison, Fall 2010 numbers:
 - a. 197 Gold Card recruits
 - b. 131 admitted (final application rate of 66%)
 - c. 62 students accepted admission (overall yield of 47% compared to overall yield of 27.12%; for comparison, overall PA yield was 36.3% in 2010)
 - 3. Also for comparison, Fall 2009 numbers:
 - a. 103 admitted Gold Card students
 - b. 53 students accepted admission
 - ii. Alums (and Council) are making huge strides in the success of Gold Card programming for Juniata, and this is important. Alumni have worked at college fairs, spoken with prospective students, served as relationship brokers, and this is having a measurable and important impact on the College.
 - d. Fundraising Strength: We are on our way to probably our second strongest year ever in fundraising, which is a reflection of alumni success, in that fundraising is predicated on relationships, and the relationship business is the fundamental charge of alumni council. People are noticing our efforts.
 - i. A coach contacted the Alumni Office looking for help in getting volunteers to an event. He stated that he heard that the office was doing great things, and this is not something this coach would have been doing in the past.
 - ii. Susquehanna River Rivalry: The Susquehanna web person called our web person (Rick Stutz) to ask us how we managed to pull ahead in the competition. To the question "What are you doing?" Rick replied, "Winning." Juniata alums are getting involved with things like this Rivalry. More participation encourages even more participation.
 - iii. Facebook: Last year, Juniata had 1000 fewer Facebook fans than Allegheny College; this year, we have only 100 fewer. Increased comments and presence encourages and fuels that community.
4. Final Point: A Cautionary Note
- a. Gabe points out that meetings like this are filled with ideas and zeal and excitement to add new aspects to existing programs and to start new programs all together.
 - b. This is not at all bad, but we need to be careful as an organization that we can maintain the huge changes and successes we have made and enjoyed. One of the major threats to successful change is being able to sustain it.
 - c. In some ways, while we can always improve, we have no major problems to overcome.
5. Gabe points out that the Alumni Office and Council are in a similar position to shortly after he first arrived and their office was working with the marketing organization. They had redone the magazine, the Web, entered social media, redone the enrollment suite, and the temptation was to do more new things. But it was key

to take make sure they could deliver again what they had created. Gabe's final message: Let's do it again! Let's hone what we have created and make it even better. Gabe finishes by adding that he is looking forward to another year of success.

There is a brief question/answer period following the Development Office report.

1. Question from Geoff Clarke: What are some of the new efforts being made to market to high school students (i.e. PURLs)?
 - a. GW: PURL is a personalized URL, and is a method by which Juniata can identify prospective students. Typically, early on in the academic year, Juniata buys a number of names (~107K) from the College Board (list consists of students who share their information on standardized exams; this database can be searched by demographic, various stats, etc.). Juniata sends out information (race to get college information out, as many schools buy these names). The ultimate goal is to get Juniata's name on shortlists of students to apply or at least visit. In previous years, search brochures contained cards that students filled out to request more personalized information from the college (i.e. affirming interest in the college, requesting information for specific subject areas, etc.). It would be 6 weeks minimally to personalize contacts with interested students.
 - b. Juniata is now using a new vendor for search brochures, and this vendor sends out information to the students via print and email, and includes a PURL in all communications. The college can track a student's interest when they click on the PURL. The system can send out automatic thank you notes for interest, and from there, Juniata takes over: students receive personal notes from a counselor and then the development office and company can really target that student. Tracking can also show students who have visited the PURL multiple times, but haven't yet scheduled a visit or heard from the student.
 - c. Thus far, this system has given the college 1100 or so "leads," which are defined by those connections that have active communication and management. Development is working with enrollment staff to make sure we are communicating effectively with this group of students. We have to commit to do this for two years before we really know how this is going.
Question from JoAnn Bowman: Are other schools are using this approach?
GW: There are 4 or 5 schools using this particular vendor. Other schools are using a PURL approach, but a one-time approach. We like this system because it is more integrated in terms of communication.
2. Question from Jess Quinter: In terms of the website, is it possible to create links to schedule (i.e. making college calendars downloadable to smart phones or outlook calendars). GW: This is definitely in plan and they are working on it, but not sure where this stands at the moment. In addition, the office is looking into creating barcodes for calendar events and schedules for iPad/iPhone and Viewbook compatibility. This is definitely going to happen.
3. Question from Bruce Moyer: Can you talk about current enrollment and the goal for 1600 students? GW: The goal for the incoming 2011 class is 452 students. They are noticing a trend for this particular class to be putting off making the financial

decision to come to Juniata (this is a common trend) –all enrollment statistics are up except for deposits. The office is cautiously optimistic that we will meet this goal. They are also working more aggressively with targeted transfer programs to help boost the number.

4. Question from John Batchelor: What about the possibility of professional schooling at Juniata? GW: This is definitely on the minds of many people at Juniata. The idea is for three different masters programs: accounting, nonprofit leadership, and business. Of these, the Accounting Masters is closest to implementation, with the goal being Fall 2012.
5. Question from JoAnn Bowman: Have there been any considerations made for online programs? GW: Juniata is likely going to have to offer some online courses, not necessarily because we really want to have them, but there is a trend to this effect. There is an expectation for online coursework because of this trend, but right now, there is nothing specific planned.
6. Question from Bill Rys: If there is a talk of expanding grad programs, will this increase total enrollment numbers? How will this change affect undergrads? GW: There is certainly contention on campus regarding this matter. The faculty executive committee is considering the implementation, the mission of masters programming. The intention is not to bring a lot of new people on campus. Is there a way that current students can benefit from combined programming? The mission is incredibly important here, and the faculty committee is strongly considering enrollment numbers in these programs.
7. Question from Bruce Moyer: Is there a plan for campus – new classrooms or dorms? GW: Right now, the office is looking to convene a group of people for the next master plan for the College. Everything has been done from the 1991 master plan. It's particularly important to get this group together soon, mainly because there is a sense that adding another dorm will be necessary. Financially, building such a dorm can pay for itself, if it is full. The bigger question is where will it go?! It's necessary to get the committee going to determine these factors and to work with the trustees to decide what approach is best. In terms of basic improvements, the roof of Kennedy Sports Center is leaking; we need to fix that, and in the process of doing so, we can consider making that roof solar. Other general improvements to Ellis, South, and BAC teaching spaces. There is a potential foundation grant to do this.
8. Question from Jeff Rush: Is drilling for natural gas of Marcellus shale affecting the College? GW: The College has no official stance, although it has created discussion on campus.

Jim Donaldson: Faculty Report (Bruce thanks Jim for requiring his students to attend Career Day). Jim begins his report by saying that he's still looking for one of his students who was supposed to be at Career Day yesterday. He then extends thanks from the faculty for everything the Council does to make events like Career Day a possibility – it was a busy day, but days like this happen because of us.

As per usual, Jim provides the disclaimer that he is not reporting for the faculty, but providing his perspective from the faculty. Nothing has been cleared from anyone else! He then proceeds to give the Council the *Inside Edition* version of his report.

Jim divides his report into three areas of particular interest to Juniata faculty right now, and mentions that while not everything he's going to share is "good," there is nothing to be alarmed by in the report; he is not just being "Downer Donaldson."

1. Faculty Governance: Creation of yet another committee. The new committee's charge can be traced back to the three masters programs. He mentions that there is inherent "egg headedness" when the faculty sometimes get together – they don't pay attention!
 - a. The idea of the master's program can be traced back to the strategic plan. There were concerns and anxiety from many faculty about why they hadn't heard about the programming.
 - b. The committee creation was a response to this anxiety and concern from the faculty about professional education at Juniata.
 - c. What does this mean? The Accounting Department put together a complete proposal for the master's program, including implementation strategy, and yet many faculty responded unfavorably. Jim's belief is that this extreme anxiety stems from faculty unrest over the presidential transition, which includes important faculty contacts like Jim Lakso. Many of the younger faculty have only ever known this administration; this has been a positive experience, but almost so good that they are having difficulty with the prospect of change. Faculty is showing early sensitivity.
 - d. Gabe Welsch adds that this is a bit disconcerting for the Middle States Review; he echoes what Jim say and encourages the Council to make sure our voices are heard regarding the selection of the new president, as this person sets an overall tenor for the working environment of the College.
2. Middle States Commission:
 - a. Jim follows up on Gabe's comment to talk about how the faculty and college are focused on this (Accreditation Commission).
 - b. This will be the topic of the upcoming faculty meeting.
3. Faculty Survey:
 - a. Jim mentions that this is on his mind, because he just complete the survey.
 - b. Since 1989, JC faculty have participated in the national faculty survey, which is as long as the institute has been doing the survey.
 - c. Jim says that while he was responding and thinking about his colleagues' answers, he began wondering the degree to which the survey will show a decrease in the sections of collegiality and working relationships.
 - d. This is a genuine concern and is bothersome. Returning to the concept of anxiety: this is permeating relationships amongst the faculty.
 - e. Jim concludes that this is his take on things; he is not being an alarmist, as by and large, things are going well at Juniata and with the faculty in general.

There is a brief question/answer session following the faculty report.

1. Question from Scott O'Neill: The administrative transition is going to affect a lot of people; is there something in particular that the Council can impact or help with on issues that need to be addressed? JD: The Council can keep doing what it is already doing, which is making an impact on a positive Juniata relationships. In terms of the faculty themselves, they need to work on this problem. In the 80s, faculty were

different than they are now; there was more of an emphasis on personal development. This got to the point that faculty pushed for adoption of a new culture. Overtime this has gone back to some extent. Jim says that if he was a junior faculty member, he would be focused more on his personal development, too. It is his opinion that the faculty have gone much more toward the publication, research end again – for legitimate reasons. This creates attention for the College, but can be challenging to balance in terms of teaching. This creates tension, and this is something that the faculty needs to address.

2. Question from JoAnn Bowman: What is the scoring/evaluation of JC professors? JD: There is a strong emphasis on teaching and a category for professional development; overall evaluation is very subjective. In some disciplines the evaluation can be different, and again, this is a point of contention for many people.

Geoff Clarke: Trustees Report. Geoff reports from the recent trustees meeting held in the Philadelphia area, and briefly mentions the dinner held in King of Prussia with the trustees and the leadership of the Delaware Valley Regional Group. The Delaware Valley Group is showing all the signs of being a good, solid organization! Geoff then shares some updates from the trustees and where they stand on several issues.

1. Campus Overview: 2026 plan (150th year of the College). The Master Plan will be focused around a new dormitory and other accoutrements. Premises will be based on a population of students that will be around 1800, which will bring Juniata into uncharted territory in terms of enrollment.
1. Committee on Advancement and Marketing: Not a whole lot to share, other than grants momentum (sponsored research) seems to be getting good faculty support. There is a little bit of ongoing discussion regarding the master's program and some issues that need to be resolved, but the discussions are happening and that's a good thing.
2. Committee on Enrollment Retention:
 - a. The goal for this year's freshman class was 88%. The actual number was almost 95% - hurray! There have been positive changes with introducing incoming students to Juniata that will hopefully continue this trend in the future (i.e. Inbound program).
 - b. Good news - enrollment is up at Juniata: 1544 students, with 80 juniors abroad.
 - c. Bad news – applications are down in general, with the 12 counties surrounding Huntingdon below average. However, Gold Card usage is up, as Gabe talked about earlier, so we are making progress here, despite low application rates. It is unclear what is causing this application drop (People being slow? Economic issues?). Geoff mentions that the population is dropping in these areas, too. This application rate will continue to be monitored and merits possible further discussion/action.
3. Committee on Business Affairs:
 - a. 2011 financials look good thus far, with a current surplus being reported for the current time.
 - b. Bed Bug Invasion: Like so many campuses, Juniata was not immune to bed bugs, but successfully eliminated them by temperature changes over winter

break (first turned up the heat and then dropped the heat to kill any remaining bugs).

4. Committee on Education and Student Life:
 - a. Jim Lakso reported at the Trustees meeting that Juniata associate professor position salaries are below the mean for the study field. This is something to keep in mind moving forward.
 - b. Athletic Director: 8th athletic director search is on, since Larry Bock moved to a new position at Navy. Heather Pavlik is the new head coach of the volleyball team and she is ready to lead that organization.
 - c. Master's degree programming: As discussed already at the meeting today, Juniata will hopefully begin offering the first professional education degrees with Masters in Accounting by the fall of 2012.
5. Committee on Trustees: The committee feels strongly about new potential trustees; the quality of potential candidates on the slate is very high. This is even more important than usual because of the upcoming transition at the College, and the committee feels like the Board is in a great position to handle this transition.

Before getting into the Alumni Office report, Bruce mentions that it's wonderful having both Katie and Evelyn back at this meeting – we missed them!

Jim Watt: Alumni Office Report. Jim promises an action packed report, beginning with an overview from both David Meadows and Katie Dickey first.

David Meadows: Alumni Office Report. David begins by briefly highlighting some of the numbers from Career Day before moving into discussion of regional and affinity programming.

1. Career Day Overview:
 - a. Total number: just over 325 students.
 - b. In general, Career Day this year was never overly busy, but always had a steady flow of students.
 - c. Employers that provided feedback seemed really very pleased with the students and the turnout.
 - d. General feelings and overview: The attendance was definitely down from previous years, but the fair felt very productive despite this. This year's Career Fair had more employers than ever before (69 employers). 50% of the companies were represented by alumni. Beyond that 50%, many other companies were there by the association with an alumnus.
 - e. David thanks the Council for their efforts and specifically thanks the alumni in the group who attended the networking dinner and fair and participated as an employer at the fair.
 - f. To echo Gabe's sentiment from earlier, there was a push to make minor changes this year, rather than drastic ones, to help improve the event but keep the success going. This year, the office made a strong effort to cut down the mentor section to eliminate overlap, but still give students the chance to have those discussions. This also recovered some space to expand the employer sessions.

- g. Similarly, limited changes were made to the career/networking dinner, but feedback is always welcome in improving that programming.
 - h. David concludes this section by acknowledging all that JoAnn Bowman has done in transforming Career Day and leading alumni in this effort.
2. Affinity Programming: As discussed before, "Affinity Groups" as they used to exist are done, but there are still important affinity events ongoing, and not all are career-related.
- a. Affinity reunions this year: Instrumental Band Reunion, Language in Motion Reunion, Tangerine Bowl Reunion.
 - b. A main focus for affinity-related events centers on career programs.
 - i. In addition to smaller events, on April 28th, the law careers event will kick off Trustees Weekend (7-8 alums – students rotating through the panel).
 - ii. Working with Jack Barlow to make some decisions on who to invite. Looking to engage people of various areas of law – encourage some more mingling, have a reception after the fact, engage some local attorneys, to put together a different feel for this year's event.
3. Regional Programming:
- a. The main geographical areas are showing excellent progress: The Delaware Valley Group is the new shiny group making excellent headway. JC DC continues to be a vibrant club. The variety is really nice to see; the new plan of breaking out of the old mold of only social programming is taking place in all groups. Events are now geared towards supporting athletics, career mentoring, professional development, and volunteer service. It's working!
 - i. Delaware Valley Group has their entire schedule done for the year.
 - ii. CPA: Chris Bair is leading the group in doing wonderful things here.
 - iii. JCDC has sustained their leadership team for a second year – showing that the charter strategy is hopefully sustainable elsewhere.
 - iv. Southern California – potluck dinner. This group meets every few months, even though there is not an actual club in place there. A student was able to connect with some of the alums there over break and was actually able to get a job! This is an excellent connection and highlights how much is going on in various regions.
 - b. More headline events:
 - i. March 21st: Gathering in Hollidaysburg. This event is specifically important as this region has a tendency to get neglected on account of their proximity to the College. As opposed to previous formats for headline events, this one will have a student speaking at the event. Another change includes engaging some businesses in the area to attend.
 - ii. April 17th – Pittsburgh Event. This is an event discussed with the Council previously. This is the newest area of focus from the office to set up a regional charter. There is a lot of excitement for this event, which will hopefully lead to new engagement with the College and provide that "push" to get into a proper leadership structure.

There is a brief question/answer session following David's report.

1. Question from Chris Bair: In terms of timing, are we getting feedback from potential employers that the Career Day event is planned a little too late in the recruiting cycle? Is this going to change what we do? DM: We actually hear from both sides; for some employers it's fine, but for others the timing is not okay. The bottom line is that we cannot handle moving the entire Career Day in the fall. We do continue to hear this two-sided feedback and this merits the genuine discussion of doing some Career-related programming in the fall and the spring.
2. Comment from Omar Schoenthaler: Omar shares his feelings that this year, a lot more seniors already established a job and grad school by this year's Career Day, and this may have led to the decreased sense of urgency to attend the event. Sarah Young Fisher adds to this comment that many of the students she saw didn't seem to want to talk to people, and that it was probably good for them to learn how to talk to people, even if they weren't seeking employment. DM: Great points – interestingly, seniors and sophomores made up the majority of students who attended. We may need to market more strongly to juniors in the future.
3. Question from Angela Loose: Is there a way to figure out the exact breakdown of who is coming and how this compares to other years? DM: Definitely, and his office is doing this to keep track of outcomes for Career Day.

Katie Dickey: Alumni Office Report. Prior to her report, Katie takes a moment to thank everyone who stepped in during Homecoming/Family weekend while she was on leave. She also thanks everyone for their lovely thoughts of the new baby, who is doing great!

1. Homecoming/Family Weekend Overview:
 - a. Katie is very proud to say that this year was the best Homecoming/Family weekend since Tom Kepple became president.
 - b. What does this mean for coming years? Mainly, capitalizing on what went well and did well and improve them even just a little bit more.
 - c. This year's numbers: 1149 attendees (up 26%).
 - i. How did we achieve this? Increased programming. Better programming. Vast improvements in marketing/advertisement.
 - ii. This will be continued in the future, specifically the change in marketing strategy. In fact, this marketing strategy will be used for alumni weekend.
 - d. Increased student involvement.
 - i. It is tricky to be able to calculate the total number of students, but there were more than in previous years.
 - ii. The return of class competitions at this year's event certainly increased student participation. Students had such a good time!
 - iii. This makes in turn makes everyone else happy. Increasing student participation even more next year will be a major focus.
 - e. Survey after the event:
 - i. Generally speaking, we are on target with marketing.
 - ii. Food continues to be an issue: the office has talked with Sodexo regarding improvements with the food.

- iii. General disapproval regarding lack of football game, but this will not be an issue this year.
 - iv. Feedback suggests even more family friendly activities. The planned events, such as the tumble bus and the marketplace received rave reviews.
- 2. Alumni Weekend: show and tell.
 - a. Alumni Weekend planning will soon fall under Katie's purview. This year she is "riding Ev's coattails."
 - b. Katie indicates that she and Evelyn are working together to make this weekend happen.
 - c. The goals are to attract more cross-generational people and allow college staff to be more involved with alums.
 - d. Marketing strategies will be similar to those of Homecoming/Family Weekend and this year there will be a special event with a hot air balloon!

Jim Watt: Alumni Office Report.

1. In general we like to talk about outcomes/measurements. We focus a lot on the macro and not so much as the micro. Gabe's comments were excellent because they focused a little more on the micro. What constitutes measurable outcomes? At Career Day, Sally Herritt fixed some young man's jacket (it still had the "X" stitch in the back of the jacket). This is a measurable outcome for that person. Jim points out how wonderful it is to have alums that care enough to do this for their students; we cannot put this outcome on a poster or the website, but it is an outcome. It does matter!
2. Silo approach: it doesn't work. This is the approach that delineates "who does what" without considering cross-group relationships. In general, what you are seeing coming out of the Alumni Office now is the result of going out to other departments and making cross-group relationships. Creation of these new incredible programming options happened by opening up the lines of communication.
3. Now the big push is to create the lifetime opportunity to volunteer – is there some tool to do this? How do we reengage volunteers? How do we let them know that the opportunity to be engaged exists without driving them insane with emails and mailings?
4. We need a tool to do this. The current directory is...Evelyn! How many people have contacted Evelyn to get alumni contact info? Nearly everyone in the group raises their hands. The purpose of a proper directory tool is to take the burden off of the Alumni Office to handle requests for alumni information and to try to mesh various pieces of alumni information together into a directory.
5. Juniata Connect!!
 - a. Unveiling will happen soon; the final steps of the beta testing are ongoing.
 - b. Jim shares the features of Juniata Connect with the group.
 - i. Email ID: do not have to call the office to set up a profile or get a password!
 - ii. Members search – every alum from the database will be "dumped" into this site.

- iii. General searching can be done by any key word (class year, specific POE, club interest, geography, profession, etc.)
 - iv. This isn't a brand new concept, but this forum works better for us than Workzone. We can create groups within Juniata Connect that are similar to what we had on Workzone. We can make a forum for parents, for specific class years, for whatever. The possibilities are endless.
 - v. Great tool – and a lot of work has gone into this. Feedback is appreciated and helpful!
6. Jim concludes his report by thanking the Council for their continued work and encourages everyone to participate in Juniata Connect as soon as they can.

Omar Schoenthaler '11: Senior Class President Comments. Omar begins his comments by thanking the many alums in the group for attending the wine and cheese event following Career Day and making that event and Career Day a possibility. He then goes through a few key updates from the senior class.

1. The class is finalizing the senior class gift.
 - a. Open submission process for ideas was successful in generating many ideas, from ridiculous to practical.
 - b. The gift ideas were put up for a vote and participation was excellent. 227 responses out of 314 people!
 - c. 125 votes for an 18-foot tall street clock!
 - d. The street clock will be done by Verdin, a clocks, bells, and bronze work company. Representatives from the company are going to meet the class officers to talk about the gift. The clock will have four faces, and say Juniata College. Moreover, the clock will be fully maintained by the company.
 - e. As an incentive, for the senior class – they will get their names inscribed on the clock tower.
2. Designed the digital yearbook (in conjunction with Andrew Murdock and JAB).
 - a. To gather pictures (but keep it a secret), the class created a fake profile on Facebook and encouraged friends to tag whatever photo they liked for the senior class slide show.
 - b. Little did they know that those photos are being created into a yearbook! They had 1000 photos in 3 days.
 - c. The theme of the yearbook is “Looking Back and Moving Forward.”

Andrew Murdock '11: Juniata Activities Board Comments. Before beginning his report, Murdock shares that he took the picture of David Reingold in the bra and bunny ears and is personally crushed that it was not used! In terms of campus events...

1. Mountain Day:
 - a. Event was awesome, as always!
 - b. *Huntingdon Daily News* dedicated a page for Mountain Day.
2. Homecoming Weekend:
 - a. JAB events were a great success.

- b. Club VLB (dance party in von Liebig) was too much of a success, apparently. It has been eliminated from the list of things allowed to do next year, so they will have to find another location.
- 3. Bingo Night:
 - a. On a quiet weekend on campus, JAB spontaneously planned a Bingo Event.
 - b. \$1000 worth of gifts including iPods, cameras, etc.
 - c. They packed the Ballroom full of people!
- 4. Major event- April 1st. The contract for this event is under negotiation.
- 5. Other notable events:
 - a. FNL – comedian series event in March.
 - b. Spring Fest/Relay for Life scheduled the 3rd weekend in April.
 - c. May Day/Student Awards Brunch in May.
 - d. In general, JAB is supporting a lot of other clubs and working to transition into next year’s leadership.

Travis Raup ’11: Student Government President Comments. Before beginning his report, Travis thanks the Council on behalf of the student body for all their efforts.

- 1. In general, the organization is working to become involved in more events and become a bigger/better organization (especially in terms of power transitions each year).
 - a. Homecoming Competition: Minute to Win It. 367 students participate!
 - b. Halloween Event: Community Involvement. Sponsored cookie decorating in Leshner Basement. A lot of people and community members attended (ran out of cookies twice!). In terms of campus participation, 12 halls participated in Halloween decorating.
- 2. Redoing constitution: creation of athletic seats for men and women.
- 3. Ongoing scholarship collection: encouraging students to donate their spare change, which will be donated to scholarship fund.
- 4. All Class Night: Last ditch effort to save this event meant changing the format dramatically. Now the event is Juniata Video Awards, and is open to any group for submission (not specific to classes). There is a \$200 cash prize for the winner, and a dance followed the event in Baker.
- 5. Two past events of note:
 - a. Holiday party, decorating ornaments, stress relievers.
 - b. Valentine’s Day sponsored dance – Sadie Hawkins dance. IM Gym. BYOB.

Stephanie Strauss ’11: Student Alumni Association Comments.

- 1. Overall: SAA is involved in Networking Dinner, Career Day, Wine and Cheese event, Senior Dinner, Homecoming/Family Weekend, and Alumni Weekend.
- 2. Overall participation:
 - a. Homecoming: 26 volunteers
 - b. Career Day: 24 volunteers
 - c. Senior Dinner: 20 volunteers
- 3. SAA is having success showing students the benefits of being involved with Alumni.

4. One notable point: the executive board will have 3/5 people graduating this year and 1/5 will be going abroad next year. This is an ongoing challenge. Who can take over? The group is doing massive recruitment for new and engaged members.

Nanse Clewell '11: Alumni Office Intern Comments. Nanse introduces herself to the group as the spring intern at the Alumni Office. Among her jobs is managing various aspects of Career Day, including parts of the booklet – resource sheets – the smaller sorts of details. For the second half of this year, she will be the Juniata Connect student administrator. Among her jobs is welcoming new members to the site, and she's excited about her time in the office!

Council breaks for lunch in Pheasant Lounge, von Liebig
Due to abbreviated schedule, Council members have “working lunches” for various work group meetings

Jess Quinter: Awards and Nominations Committee, Approval of 2011-2012 Slate. Jess draws everyone's attention to the list in the packet (salmon colored sheet) that contains the names of alums chosen for this year's awards, as well as those selected for the executive positions and the incoming slate of members.

1. Alumni Awards
 - a. Alumni Achievement Award: H. Christopher Peterson '74
 - b. Young Alumni Achievement Award: Kunio M. Sayanagi '00
 - c. Humanitarian Award: John G. Stauffer '66
 - d. Alumni Service Award: Joan C. Van Note '66
2. Incoming Council Members
 - a. Members-at-Large
 - i. Katie Charles '05
 - ii. Bill Chew '64
 - iii. Bruce Davis '65
 - iv. Kelli Sheesley '98
 - v. Christine (Vrabel) Zlupko '99
 - vi. Justin Reiter '02
 - b. Alumni Trustee
 - i. September 2010 – A&N Committee selected three candidates and names were submitted to John Hille.
 - ii. October 2010 – John Hille presented the three names to the Committee on Trustees.
 - iii. April 2011 – The Board of Trustees will make their selection of one candidate from the three, and that information will be made public following their meeting.
3. Incoming Executive Slate for 2011-2012 Council
 - a. Vice President – JoAnn Bowman '75
 - b. President – Parisha Shah '01
 - c. Past-President – Bruce Moyer '74

Jess notes that one position on the members-at-large list has yet to be filled. Jess asks that the Council vote in the entire slate, even with the last member not yet selected; she asks for a vote of confidence that the A&N Committee can successfully fill that position without having to vote later.

Parisha makes a motion to approve the slate, including the name of the final member-at-large yet to be announced. Bruce seconds the motion. All are in favor of approving the slate.

Frank Pote: Enrollment Committee Summary. The group met with Michelle Bartol to ask the simple question of “what can we do to help?” The overall goal is for the Enrollment Center to have more involvement and more activity with Council.

1. Maintain Alumni Presence at Enrollment Events
 - a. Pass out contact information regarding upcoming enrollment events in various regions.
 - b. This is already happening with some areas, but we need to focus on having a more organized system for this.
2. Get Alumni Directly Involved with Recruiting
 - a. One example: in the DC region, the enrollment office is in contact with several students that have not visited campus.
 - b. One concern Michelle shares with her team is that these students are unlikely to matriculate unless they visit.
 - c. One way for alums to help is to contact these students directly.
 - i. Send a letter, card, email, or give them a call.
 - ii. Include your business card, if writing a note – show students that alums care!
 - iii. Frank has the contact information for such students from the DC area to actually do this.

Bruce Moyer: Juniata Scholarship Fund Summary. Bruce briefly discusses the annual giving campaign and states clearly that we, as a council, have no role or responsibility to solicit funds or in any way fundraise for the College; however, as alums, in our own personal capacity, we should reflect on our own about how we want to contribute gifts. As a council, we did commit again this year for 100% participation from the Council to the JSF. Bruce is quick to note that participation means a donation of any amount – the amount doesn’t matter as much as our commitment to participate in Juniata the way we hope other alums participate. Thus far, 2/3 of the Council has made such gifts. Bruce notes that the fiscal year ends May 31st, and encourages Council members to use the opportunity now to make those gifts to the college.

There are a few brief comments/questions following Bruce’s update:

1. Question from John Batchelor: What is the “Give a Latte” campaign? This is a fundraising effort geared towards GOLD alums (graduates of the last decade) – the idea was for people to realize that small gifts make a difference (i.e. the cost of a latte).

2. Comment from Ron Seiler: At the April board meeting, they will be announcing an endowment honoring James Lakso. He doesn't know!! DO NOT TELL HIM! You can contact Kim/Gabe about participating in this endowment, which is to be used for faculty development.
3. Follow Up Comment from Jim Watt: Jim draw's everyone's attention to Page 5 in the Alumni Weekend booklet where it shows that Jim Lakso is teaching a class over the weekend to talk about his 40 years of teaching.

Parisha Shah: Regional Group Summary. As with previous years, our major workgroup purpose is to assist the Alumni Office for regional programming and strengthening regional group-alumni support. Here are a few highlights from our discussion.

1. Outcomes of Groups.
 - a. Lots of discussion at this meeting about the success of new regional charter groups, but what is the best way to measure these outcomes?
 - b. As a working group, we need to figure out the best way to start keeping/analyzing the data coming in from the regional groups, in order to determine where we are able to provide more assistance/useful advice to other groups in the future.
2. One of the main challenges for the regional groups is figuring out how to reach new members (in ways other than mass emailing) and part of that is because it's hard to keep track of new alums moving into an area.
 - a. Can we figure out a way to survey outgoing seniors to determine their next geographical choice?
 - b. Can we use Juniata Connect or Facebook in a creative way to determine geography of our alums better?
3. The same challenge about reaching members in the network exists for older alums, many of whom are not active on social media, and may choose to not be active on sites like Juniata Connect.
 - a. As a group, we need to figure out how best to contact alums in more creative ways.
 - b. How do we help Regional Groups improve their networking?

Bill Rys: Career Day Summary.

1. Networking Dinners
 - a. In general, these dinners have been really well received with excellent student response (including the fall event).
 - b. Adding faculty was a bonus to the dinner, which we did not have during this Career Day dinner – do we want to bring that back?
 - c. One general suggestion made by many people is to have more “mixing” at the end of the dinner.
 - d. Just slightly more structure – last year's event was too structured, but many students thought this year's was not structured enough. We need to find the perfect balance here.
2. Ways that we can use Juniata Connect.
 - a. This is a long term discussion, but as a work group, perhaps we can use Juniata Connect in creative ways to help bolster Career Day.

- b. Minimally, can we create groups for alums who did participate, and if so, are we able to make a page of websites for employers?
- 3. Mentors
 - a. Deliberately planned for fewer mentors this year, and overall, that was good.
 - b. It might be helpful to have a few mentors or other volunteers do more “roaming” to help engage the students who are milling around and looking confused/overwhelmed.
- 4. Helping students market their POEs
 - a. This is a general thing that we can hopefully work on with students.
 - b. Many students do not realize that the breadth of experience/training needed in companies (i.e. a construction company needs someone with communication or business skills to run the office).
- 5. How do we support Career Services more?
 - a. Adopt a faculty member – career people can work with a faculty person directly and we can help.
 - b. Gateway to younger faculty – can alums make a difference in this connection and engage previously uninvolved faculty members for Career Day?

Sally Herritt: Homecoming/Family Weekend Summary. This is a relatively new committee, but one that exists to help directly support the Alumni Office.

- 1. New ideas - Group brainstormed several ideas for themes and events at both the upcoming Alumni Weekend and the next Homecoming Weekend.
- 2. AC volunteers.
 - a. This work group will help determine where we need alumni volunteers and how many we need.
 - b. We will be asking you for your help!
 - i. Consider being a delegate for each class at Alumni Weekend.
 - ii. Be a conduit for getting the word out to alums regarding various events at Alumni Weekend.

Brad Haubert: Survey Summary.

- 1. Juniata Connect
 - a. This was a direct outgrowth of the survey.
 - b. The survey really is giving us useful information to making decision about how we want to be in touch with alums.
- 2. General survey update:
 - a. The idea was to come today with the “drill down” information.
 - b. The survey group reached out to a department on campus to help with data analysis, and it turned out to not be a priority for them due to various issues.
 - c. Lisa Jenkins is a survey champion – she is still working on this and the group hopes to get this information out soon.
 - d. How will the info be shared?
 - i. A lot of the data will be in the Juniata magazine.
 - ii. A website will also be built with much of the basic data.
 - iii. All members agree that it’s important to get the information out to alums as soon as possible.

- iv. And a final note: it may prove to be useful to contract this out next time next time we conduct a survey.

Jim Watt: Media and Digital Relations Summary. Jim had previously tasked the work group with looking at the list of clubs on Juniata Connect to improve it somehow.

1. General Issues
 - a. It's a ridiculously massive list, and somehow it's not complete.
 - b. As it stands, if a user doesn't see their club, they can submit a new club name.
 - c. Accuracy is unclear.
 - i. Chris volunteered to come and go through old yearbooks and determine clubs that hadn't been represented?
 - ii. Decided to include only those moving forward from the 50s.
 - iii. Andrew suggested grouping clubs into categories.
 1. This allows for defunct clubs, such as CircleK to still be listed, but with the new club (JABA) that is essentially the old CircleK.
 2. Multi select list boxes will hopefully help the organization.
2. General Profiles
 - a. Profiles loaded will only include name/grad year.
 - b. Each user can choose individual settings.
 - c. Individuals do not have to share personal information, which gives the opportunity to interact without sharing.
 - d. Andrew suggests making a link to "The Arch," which is an online forum used on campus.
3. Juniata Connect – New Member Usage
 - a. In general, the current student population already does a lot of online networking independent of Juniata Connect.
 - b. Engagement might be low from them, because this is just one more thing they have to check and deal with.
 - c. We're going to have to see how this goes.
 - d. FEEDBACK IS CRITICAL. All Council members are encouraged to sign in, customize profiles, load pictures, and get involved.

Jim concludes by giving the update on making Juniata Connect live. It is not yet public, but it is online, hence the reason that all of us can get on it. In terms of student involvement and knowledge, there will be a story in the Juniatian. Online, there will be "How-to" videos and general information for the entire association. It will be up to us to make this useful! To help encourage this, ~400 members will have profiles loaded prior to the "data dump" of the entire alumni database.

Bruce Moyer: Closing Comments. Alumni Weekend is coming up and we have lots to share! Before that time, let's really make Juniata Connect a fantastic resource to share with other alums. Bruce thanks everyone for our time, effort, hard work, and friendship, and officially adjourns the Winter 2011 Alumni Council Meeting.

Respectfully submitted,
Parisha P. Shah '01