

**Juniata College Alumni Council Meeting  
Friday, June 11, 2010**

**Minutes**

The meeting was held in the Sill Boardroom, Von Liebig Center for Science

**Council Members Present:**

Joanna Acri '04  
JoAnn Bowman '75  
Geoff Clarke '75  
Ellen Coffman '67  
David Corman '77  
Jodi DeStefano '04  
Ned Ehrlich '80  
Chris Gahagen '94  
Brad Haubert '93  
Sally Herritt '82  
Lisa Jenkins '90  
Nori Lewis '90  
Angela Loose '96  
Matt Markiewicz '83  
Bruce Moyer '74  
Scott O'Neill '80  
Frank Pote '73  
Jess Quinter '00  
Bill Rys '96  
Parisha Shah '01  
Ron Seiler '77

**Council Members Not Present:**

Kathy Collins '92  
Jeff Rush '84  
Doug Spotts '89  
Andy Zimmerman '86

**Incoming Members Not Present:**

John Batchelor '69  
Sarah (Young) Fisher '75  
Mandi Walls '99

**Staff/Faculty/Administration/Emeriti Present:**

Linda Carpenter  
Katie Dickey  
Jim Donaldson '67  
Ty Furman '90

Kim Kitchen  
 Whitey Martin '59  
 Evelyn Pembroke  
 Jim Watt  
 Gabe Welsch  
 Beth Williams '95

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Call to Order: Jess Quinter

**Jess Quinter:** Official welcome to everyone for the last Alumni Council meeting of the 2009-2010 year. Brief discussion about the congratulatory notes for spring convocation awards; council member are asked to write them up in a timely manner and return to Evelyn.

**David Corman:** Introduction of new Alumni Council members, Alumni Trustee, and 2010 Alumni Award recipients.

**Incoming Council Members-at-Large (2010-2013)**

Christopher Bair '92  
 John Batchelor '69  
 Sarah Young Fisher '75  
 Christopher Gahagen '94  
 Scott O'Neill '80  
 Mandi Walls '99

**Alumni Association Officers (2010-2011)**

President: Bruce Moyer '74  
 Vice President: Parisha Shah '01  
 Immediate Past President: Jessica Quinter '00

**One-Year Members Filling in Unexpired Member-at-Large Terms (2010-2011)**

JoAnn Bowman '75  
 Doug Spotts '89

**Alumni Trustee (2010-2013)**

Ron Seiler '77

**2010 Alumni Award Recipients**

Alumni Achievement Award: Gerald Wogan '51  
 H.B. Brumbaugh Alumni Service Award: Saraunda Loughlin '67  
 William E. Swigart Humanitarian Alumni Award: Robert Dintruff '77  
 Young Alumni Achievement Award: Johanna Holtan '04

David welcomes the new members of Council in attendance: Chris Gahagen '94 and Scott O'Neill '80. He also extends a welcome to Ron Seiler '77 who is in attendance. Brief discussion of the unexpired terms of two members of council who have resigned their positions: Dawn Van Grin and Judy Swartley. The Awards and Nominations committee recognizes and thanks the two individuals appointed to take their place: Doug Spotts '89 and JoAnn Bowman '75; thank you for your continued service!

**Jess Quinter:** Brief mention about the hooding ceremony at this year's graduation, in which she was officially hooding all of the graduating students. Jess extends to the Council what a touching experience it was, especially so because she had interacted with so many of the graduating students. She shares that this was one of the best experiences of her time on Council. Before getting to the rest of the reports, the Council approves the February 2010 Minutes. A motion was made by Brad Haubert and seconded by Joann Bowman. All were in favor of approving the minutes.

**Frank Pote:** Trustee Report: Frank focuses his report on financial giving and the increased enrollment for the college, which is particularly important given the current economy.

1. Financial Giving is doing very well; very close to our projected goals especially considering the current economy.
2. The Big News: Enrollment is up! 442 students projects this incoming year, which is the second largest incoming class in history. This is particularly extraordinary when considering that many small colleges are struggling with the economic downturn.

**Jim Donaldson:** Faculty Report (see attached document for full letter read aloud by Jim at the meeting). For his report, Jim read a report that was directly based on the report that Dr. David Sowell and Dr. Celia Cook-Huffman presented in their report to the trustees in April 2010. To summarize: Juniata's faculty are doing their best, but they are lacking resources. Provost Lakso has commented: Juniata's institutional performance is excellent, our student outcomes, and many other attributes are similar to our aspirant schools, facts that the College proudly boast about in our marketing materials. However, our endowment, resources, and teaching loads are more similar to those with decidedly lower reputations. In the report to the trustees, David and Celia collected comments from the faculty. Below, are a few of the highlighted areas of concern to the faculty.

- Professional development funds have shrunk from about \$72K in 2001/2002 to only \$45K in 2008/2009.
- The End of Von Liebig funding means that 20 more faculty member will be competing for the money that is left.
- In the 1990s, the faculty created the Academic Planning and Assessment Committee: Review process every 6 years, starting with internal study and then external review. In a recent case, it was obvious from the outset that one academic department would include a commitment of new resources, but it was equally apparent that there was an administrative reluctance about those resources. The integrity of the

review process is brought into question if the outcomes of the evaluations are foregone conclusions.

Jim finishes the report by saying that this might sound like internal squabbling, and while to some extent it may be, Juniata does constitute a large portion of faculty lives. There are genuine questions regarding resources, workload, and willingness to continue committing full energies. It's all about resources...and this situation does merit the ongoing concern of the Council.

1. Question from JoAnn: Did we lose or gain faculty?
  - a. Jim answers that it depends on who you ask or how you answer the question. There is some temporary filling in some departments. In general, we cannot hire the necessary resources for some of the most contemporary departments (i.e. digital media); we build programs on the backs of faculty, versus having the support from the departments.
  - b. In terms of the more bureaucratic side of things, there are definitely some areas of concern: Five associate professors were up for promotion, but only two got it. This was because administration thought the College was top heavy in full professors.
    - i. Jim states that this is a bad message to send to the faculty, albeit understandable. We do not want to return to the situation when Juniata was very top heavy before, where we were promoting people versus hiring new people. This was a self-created problem.
    - ii. Now we have a situation where maturing faculty members are not being promoted to full professor and this is a terrible situation for the faculty and it sends a different message to younger faculty members.
    - iii. Jim emphasizes that he personally feels that this is not the right way to go about things. This is not the message that we want to be sending to young faculty.
2. Question from Bill: Is there a threat of losing faculty over this situation?
  - a. Jim says that it's tough to comment on that. Part of the message that associate professors are getting is that it's hard to get promoted; it may encourage younger faculty to leave. Nobody has gone yet.
  - b. Bill follows up by asking if this situation is specific to Juniata or if other colleges are having similar problems. Jim responds that he believes, by comparison, a faculty member at Juniata who is having a problem here is going to look at other schools where the teaching/advisory load is less and the scholarship is higher.
3. Question from Brad Haubert: Is there any role for the Council to help?
  - a. Jim Watt responds by reminding the council that as we talk about our initiatives, we can keep this report in mind. We are the directly involved in recruiting good students and are associated with general engagement in college activities.

- b. Jim D. does point out that increased enrollment is a double-edged sword. Juniata needs to have more classes as a result. He mentions that the issues about tuition-dependence are as old as the hills. Juniata still has not solved this issue as an institution. Jim concludes by thanking the Council for their time and hopes that we will keep in mind the report that the faculty presented both here and to the trustees this year.

**Jim Watt:** Alumni Office Report. Jim begins his report by thanking the Council for everything they have done this year, and says that the office is a representation of our hard work. There have been great things the Council has done; we are going to celebrate them this weekend. We are going to talk about improvements for the future.

Jim highlights the major events of the year.

1. Career Day, despite the bad weather, was one of the best so far. Multiple students actually got jobs. Alumni care about students.
2. Headline events had record attendance (people focused on helping the institution as well as fostering contacts).
3. Enrollment: number of students who are being brought in by alums is higher than ever. Thank you for that!
4. The office is strongly focusing on “The Network”. Jim and staff are going to be revisiting the programming on campus; the focus will be improvements to attract more alums back (mutually beneficial programming).

**Katie Dickey:** Administering and Organizing Homecoming/Family Weekend (one of the new areas of focus for her position). A few observations regarding Homecoming/Family Weekend:

1. Our attendance is staying about the same (between 800-1K attendees), but attendees are represented more by parents than alums/students. Those parents are most often are those of freshman students.
2. Our alumni say that homecoming is more for family. Families say that the weekend is more about alumni; this is an obvious difference!
3. The president and other offices on campus wanted create a greater feeling of excitement about these events, so the idea was to bring them together. At first this worked, but as time as progressed, each event has lost some of its identity. Budget has not increased almost at all.

Katie presents a few of the new areas of focus for this weekend.

1. Make this event really for the Juniata community as a whole.
  - a. Student attendance is poor, as is faculty participation.
  - b. We need to find ways to engage these groups better.
2. Parents are using this weekend often as an assessment of their investment and we need to do a better job of showing this.
3. Need to improve registration; most alumni who attend are graduates of the last decade, and often they are not registered, etc.

Few points about this year’s Homecoming and Family Weekend:

1. Will be held: October 1<sup>st</sup> and 2<sup>nd</sup>.
2. Big news: There will not be a football game this year. This might seem anti-homecoming, but this gives the office a chance to try additional programming, including the 75<sup>th</sup> anniversary of the bands.
3. October date is earlier in the semester, so there is some opportunity for increased attendance (hopefully) because of better weather. Also, the hope is that the early date will encourage students to stay.

Katie presents ideas about increasing attendance and trying different programming.

1. Hall of Fame inductions will happen during this weekend, which will hopefully encourage attendance, especially in lieu of another sporting event.
2. Ideas to keep students engaged!
  - a. The senior class gift will be dedicated, which should hopefully interest current students and bring back recent alums.
  - b. There will be a dance, music festival/carnival, picnic on the lawn (banking on the good weather!) and other free events sponsored by JAB.
  - c. Inbound Program: incoming freshman can come to Juniata a week before classes start and have an intense experience based on their area of interest. There will be a Juniology group will be looking for ways to help with keeping students on campus.
3. Parents: In terms of parents at homecoming, they want to spend time with their kids. We need to just let that happen! I
4. Increasing faculty participation:
  - a. Provide childcare.
  - b. Create events that showcase programs/departments.

So...how do we cross programs/interest? This is a bit of a challenge, but one that the office is expecting to meet. The game plan is to target audiences through diverse, exciting marketing techniques.

**David Meadows:** Regional Groups. David shows the Regional Wheel Model and gives a report about this year's work with the regional programming.

1. Phenomenal year in terms of the charter concept! David is extremely pleased with the success of putting this model in place, and thanks all of the Council members who have participated in this program.
  - a. JCDC always gets the credit for being a great regional group, and this year, they really get credit for transitioning into the charter leadership structure; JCDC applied for the first official regional charter through the Alumni Council. Hurray!
  - b. New area of focus: Philadelphia.
    - i. New leadership team being put in place.
    - ii. Executive committee in place: President Ty Fuhrman, Vice President Lisa Jenkins, Immediate Past President Parisha Shah.
  - c. Pittsburgh will be the region of focus following Philadelphia; beginning to find an executive leadership team there.

2. Report about headline events in various regions (by invitation only events focused on selling/improving/enhancing “the network”).
  - a. NYC headline event: 54 attendees; great mix of alums and wonderful feedback.
  - b. DC headline event: 55 attendees; again, a great mix of people, from current students to new grads to people from the classes in the 50s.
  - c. Philly region: 39 attendees; excellent “kick off” for the new regional charter in this area.
  - d. Most importantly: What is coming out of these events? We can get the network message out to people. You can tell by the conversations that are happening there that people are really embracing the idea. Events provide excellent opportunities for alumni-alumni connections and alumni-student connections. Development has an opportunity to have some basic connections with people in a very neutral setting. This is not the secret goal of the headline events, but this is a really great aspect of them.
3. Report about other engagement events.
  - a. Atlanta event: 24 people at the event and it was outstanding. President Kepple personally handed two students their acceptance letters at the event, which went over very well.
  - b. So what do we do about the financial aspect of these events? We cannot ask people to pay money for things like this. One area of focus: How do we get better outcomes with less money?
4. Final general thoughts about the year in terms of regional programming.
  - a. The quality of our events matter.
  - b. Alumni Office coordinated 37 regional events versus 70, but the outcomes are so much better!
    - i. There’s a lot of excitement about this in general. This is a new way of thinking about regional programming, and it’s good.
    - ii. The office has engaged 36 lead volunteers and 16 of them have become sincerely engaged in the activities of the college.
    - iii. 1000 people came to the 37 events.
    - iv. 45 current students were engaged in regional programming, which is fantastic.
    - v. 9 prospective students were engaged in events; all 6 seniors applied and 4/6 matriculated.

David continues his report with a discussion of Affinity Programming, which is now under his purview in the office.

1. Affinity Groups are dead (which is news that was well received by the Council).
2. What is going to be done instead of the former Affinity Groups?
  - a. General affinity programming will continue in two main areas.
    - i. Career
      1. Alumni Office working with departments directly to engage career programming.
      2. Dick Mahoney did a cluster of events in DC that was focused on government/law/politics; more events like this to follow.

3. Law careers panel organized by Katie, held on campus in the spring; more events like this in the future.
- ii. Affinity Reunions.
  1. Alumni office is already meeting with departments on campus to keep this going.
  2. The reunions are more activity based, and along the lines of more like a class reunion.

David concludes his report with the great news that we are making excellent progress in terms of regional groups, and new and positive changes are being made in the way affinity programming will continue in the future.

**Jim Watt:** Conclusion of Alumni Office Report. Everything we do should be affecting Juniata in a positive way. Do more of what works and less of what doesn't. The office has seen an increase in committed volunteers. We have the most successful parents' group than ever before. Parents have a direct connection to alums. Regional groups have a direct connection to the council. We are here to roll up our sleeves to help advance the mission of this college. Jim concludes by thanking the Council for their hard work and volunteer time. Jim promises that the Alumni Office is committed to working directly with us and promises not to waste our time.

**Gabe Welsch:** Advancement/Development report. Gabe focuses his report on the state of the endowment and the effort ongoing to build it.

1. Changing Lives to Change the World: A fundraising effort to build the endowment.
2. The value of the endowment is currently around \$62 million
  - a. The money is invested and is used to support various programs as requested by the giver.
  - b. Colleges are ranked in part by the size of their endowment.
  - c. The endowment is an engine for financial strength to weather periods of somewhat bad economic times.
  - d. Our endowment is much smaller than our competitive schools.
  - e. The stories highlighted in the Changing Lives videos do a much better job of showing the need for building the endowment of Juniata than any speech/lecture/discussion.
    - i. The videos highlight what the downstream effects are of having received the JC experience.
    - ii. Gabe personally conducted a lot of the research for the people who are in the videos and the goal is to help others see the longstanding results of Juniata.

Gabe shows one of the Changing Lives videos, which features Howard Nathan. The general feedback of the Council is as positive as the feedback Gabe and others have received at various events showcasing the videos. Gabe concludes by sharing that the office continues to host small events that showcase the videos in an effort to highlight the long term benefit of giving money to the endowment, and to keep Juniata going.



**Kim Kitchen:** Advancement/Development report. Her office is working hard on both the Juniata Scholarship Fund (JSF) and the Endowment. Kim mentions to the Council how both are extremely important, and makes the analogy that the JSF is like a checking account, while the Endowment is like a savings account.

Kim focuses her report on how the concept of The Network is directly supporting of the development office, and how having everyone's goals coordinated helps achieve success. She shares three areas of success with the Council.

1. Class of 1960.
  - a. It's typical to ask 50<sup>th</sup> reunion class to make a special gift to the college.
  - b. The gifts have been growing. The classes in the 60s will hopefully help with the endowment.
  - c. The class was asked for \$265K; they were shown the changing lives videos as a part of the request.
  - d. The class gave a \$330K gift this year!
2. Faculty assistance.
  - a. We know that the faculty need help; the development office is working on a special endowment for this.
  - b. Raised \$449K for a \$1million to create a specific faculty fund to be used as start up money, conference money, professional development funds, etc.
3. Personalized contributions.
  - a. Great success in helping alums realize that they can contribute to endowment in many different ways (e.g. the Robert Fisher endowment).
  - b. Helping people realize this increases the likelihood that they will participate.

**Bruce Moyer:** JSF Report.

Before going into the survey report, Bruce provides a quick update on JSF. The goal of \$1million was met and exceeded. The final total: \$1,042,000. Bruce thanks all of those involved in the effort including Gabe, Linda, Kim, Miranda Peruso, Chris Collins, many volunteers, Council, and all of those who donated and supported the effort. The overall alumni participation is 31% (up 2% from last year), and he hopes that it is a trend that will continue.

**Bruce Moyer:** Survey Report

Bruce begins by thanking the many members of council and staff who have made the survey possible. He then goes over some of the salient points of the survey, making sure to point out that the data are still being analyzed.

1. Multiple survey questions were focused on the types of interactions alumni value most.

- a. General finding that personal friendships are sometimes even more impact worthy than other types of interactions for promoting the college.
  - b. This was a solid outcome of the survey.
2. In terms of how alumni receive information:
  - a. There is a high degree of interest and readership of the magazine.
    - i. 50% said that they use digital resources, but 90% still read the magazine.
    - ii. One explanation for this is that the magazine is a “gift”; it’s a tangible measure of the goings on at the college. We must keep the magazine going.
3. The survey asked a series of questions about giving back to the college. The survey results thus far have shown:
  - a. About 50% of alums said they were interested in giving back to the college.
  - b. Many said that they wanted to do this out of gratitude for their education (Juniata “took a chance on me”).
  - c. At the same time alums wanted to spend a small amount of time for the “giving back”. Most people do not want a large time commitment; they want more passive engagement rather than active engagement.
4. Most negative aspect:
  - a. General disenchantment and disappointment in engagement of direct interaction with students regarding careers/job shadowing (i.e. no returned emails from students).
  - b. This can mean multiple things: mentoring program leadership needs to be revisited, students need to be prepared better for participation in this program (or on a volunteer basis versus a requirement).
  - c. 1/3 alums still want to engage in interaction with students; this is good despite obvious irritation with the career/shadowing program.
  - d. Organized events that once drew alums back to campus do not appear to be as popular as they once were; regional events have become more popular. We must capitalize on this to engage the most number of alums.
5. Interesting new positive aspect of the survey is the huge amount of commitment to service.
  - a. 80% had participated in some type of service.
  - b. 2/3 indicated in participating in a service project sponsored by JC on a regional level. Maybe this can be something like a service day.
  - c. A service day fits into one of the major tenants of the Regional Wheel Model.
6. Giving:
  - a. 50% likely to make a contribution.
  - b. 25% said no.
  - c. 25% unsure.
  - d. 12% intend to include JC in their will.

Bruce mentions again that what he is presenting is a “bird’s eye view” of the data; comprehensive analysis is not yet complete. One last point regarding those who took the survey: slightly less male participation, but nearly equal. Composition of alumni to those

who participated: up to 30 years old had the most participation. Dropping participation with age, which is not terribly surprising.

Linda makes a few comments about the data and the survey results. We have to be careful when taking the data into consideration, because from the email addresses that people provided, we are likely surveying bit more of the engaged alums. Therefore this 25% population may not fully represent the entire population of alums; these results, however, are very likely to assist good decision-making for the engaged alum population.

Jim mentions the general program initiatives for the Council and how the each council member will have an opportunity to get involved in workgroups that make the most sense for satisfying the opinions of the alums based on the survey. We are focusing our efforts on supporting the survey results as much as possible. Before the meeting is adjourned for the day, Jim and Evelyn take care of coordinating volunteers for the evening's festivities. Parisha makes a motion to adjourn the meeting, David seconds the motion. The meeting is adjourned until the following day.

Respectfully submitted,  
Parisha P. Shah '01

**Juniata College Alumni Council Meeting  
Saturday, June 12, 2010**

**Minutes**

The meeting was held in the Sill Boardroom, Von Liebig Center for Science.

**Council Members Present:**

JoAnn Bowman '75  
Ellen Coffman '67  
David Corman '77  
Jodi DeStefano '04  
Chris Gahagen '94  
Sally Herritt '82  
Lisa Jenkins '90  
Nori Lewis '90  
Angela Loose '96  
Matthew Markiewicz '83  
Bruce Moyer '74  
Scott O'Neill '80  
Frank Pote '73  
Jess Quinter '00  
Bill Rys '96  
Parisha Shah '01  
Ron Seiler '77

**Council Members Not Present:**

Kathy Collins '92  
Jeff Rush '84  
Doug Spotts '89  
Andy Zimmerman '86

**Incoming Members Not Present:**

John Batchelor '69  
Sarah (Young) Fisher '75  
Mandi Walls '99

**Staff/Faculty/Administration/Emeriti Present:**

Jim Berrier '60  
Katie Dickey  
Whitey Martin '59  
David Meadows  
Eric Miller '90  
Evelyn Pembroke  
Jim Watt

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**Jess Quinter:** Accomplishments for the year.

Jess calls the meeting to order by highlighting some of the major accomplishments for the year, including:

1. The adoption of the The Alumni Network, which is changing how the Council views some of the major areas of its workgroups.
2. JCT: Career Day continues to blossom into a fantastic event on campus, including the improvement with the networking event associated with Career Day.
3. Some programs have finally been dropped, including the old Affinity Groups, but the concepts are going to be worked into better methods for actually promoting some sort of affinity programming.
4. SAA continues to be fantastically engaged, and the group is now functioning quite on its own. The members are starting to gather other students to bring them into the network.
5. The awards and nominations committee had a particularly busy and wonderful year. Under the leadership of David Corman, the group now has a working draft for how award recipients and potential future council members are approached. This will hopefully seriously change the way the group works in the future, into an even more streamlined system.
6. The survey: finally administered! The fact that we are getting useful data is a lovely outcome of the time, effort, and work that went into developing the survey.

Jess concludes the year report by saying again how this has been a year of big changes, but great ones for the Council as a whole. She then recognizes our outgoing Alumni Council members:

Nori Lewis '90  
 Jodi DeStefano '04  
 Lisa Jenkins '90  
 Ned Ehrlich '90  
 David Corman '77

Jess finishes her portion of running the meeting by thanking everyone for their service during the tenure of her time as Council president. The gavel is officially passed from Jess to Bruce.

**Bruce Moyer:** Bruce begins the final portion of the meeting by thanking Jess for her excellent service to the College and the Council. He says that he is looking forward to this year as Council president and is excited and confident about what is to come this year. Bruce also acknowledges the staff, thanks them for their dedication, and gives them proper credit for their role in the success of all matters related to the Council. Bruce also acknowledges and welcomes the Emeriti and non-Council alumni present at the meeting, including:

Eric Miller '90  
 Jim Berrier '60  
 Whitey Martin '59

Bruce continues by reminding the departing Council Members that they are always welcome to attend any Council meeting going forward; these are not private meetings, they are part of the association and as former members, they are welcome to attend.

Bruce moves into the final discussion of this Council meeting, which is the reorganization of Council workgroups. As has been discussed with Jim Watt, Parisha Shah, and other members of the executive committee, it will be critical to reorganize groups to better reflect the results of the survey, to better serve the Alumni Office, and to best support The Network. An important point to note: we do not want workgroup placement to be a foregone conclusion; each person on Council has vast talents and interest, and we should be serving where we want to serve and where we feel our talents can best be utilized. As such, the goal of this discussion is to give a brief overview of the new workgroup structure, discuss any leaders that are already in place, and then finish the meeting by allowing each person to choose where she or he wishes to serve.

#### Breakdown of Workgroups:

1. Regional Charters (Leader: Parisha Shah)
  - a. Purpose of this group is to support and foster the adoption of the regional charter, as led by David Meadows.
  - b. In addition, this workgroup has historically been involved in affinity programming; if there are specific affinity programming events that occur through the regional charters, this group will help plan and support those efforts.
2. Career and Mentoring (Leader: JoAnn Bowman)
  - a. The main purpose of this group is to plan, support, organize, and execute Career Day.
  - b. In addition to that main program, the goal for this year is to work with the career services office to help plan a possible series of networking events, not only the one that has occurred during Career Day.
  - c. Lastly, the group has a vested interest in working with the College to improve the job shadow/mentoring program.
3. Media and Digital Relations (Leader: TBA)
  - a. The purpose of this group is to improve social media, as this is a major outlet for being in contact with younger alumni.
  - b. This group is directly borne out of survey results where alumni indicated that some of their strongest contacts through the college are friendships.
  - c. Final goal of this group is to help reunion years connect via stronger digital marketing, which will hopefully bolster communication, attendance, interest, and giving.
4. SAA (Liaison: Jess Quinter)
  - a. This is a liaison position for only one person, compared to an actual workgroup.

- b. SAA has been functioning well as a group on their own; the goal of the liaison position is to be a direct contact between the Council and SAA.
- 5. Homecoming/Alumni Weekend (Leader: TBA)
  - a. This group is not meant to be a prom committee!
  - b. The purpose of this workgroup is to help support the efforts of Katie Dickey in improving and strategizing stronger programming for both of these major events on campus.
  - c. Alumni-to-Alumni interaction is a critical tenant of the Network as a whole, and this group will plan, organize, and execute programming to support this effort; this is more than just attending those specific events.
- 6. Survey (Leader: TBA)
  - a. Even though the survey has been administered and the data collected, analysis still continues!
  - b. The goal of this group is to complete analysis of the data, prepare the findings for the Council, Alumni Office, Trustees, general alumni, and other groups to see, and strategize how best to implement the findings into the working of the Council and Alumni Office.
  - c. Bruce encourages everyone on Council to please read the report that was included in the packet for the meeting, as it contains more information about the initial survey data than was presented. He emphasizes that no matter what workgroup members are in, the survey data will affect how those workgroups will be running.
  - d. Lisa Jenkins adds that many of us have great ideas about what we would like to have happen based on the results, and in order to implement those ideas, we need to hear them! She strongly encourages everyone to send her or his comments, ideas, and thoughts.
- 7. Enrollment
  - a. Bruce and Jim both mention that we had a hard time deciding on a name for this group. Is Admissions better? Thoughts?
  - b. The purpose of this new group is based on data from the survey indicating a decline in the participation of JAA (Juniata Admissions Ambassadors).
    - i. General lack of confidence in the group.
    - ii. 2/3 of alums say that they are not informed about admissions.
  - c. Lastly, enrollment is a part of the regional wheel, so we want to put a particular emphasis in this area.
- 8. Awards and Nominations
  - a. The purpose of this group is to work closely with Sally Oberle and the Alumni Office to choose award recipients and nominate members for Council positions.
  - b. The Immediate Past President runs the committee, and the President and Immediate Past President appoint members for this group.
- 9. Executive Committee
- 10. Emeritus Council (Liaison: TBA)
  - a. This is a liaison type of position, hopefully run by an Emeritus Council member...calling David Corman?

- b. This workgroup will bolster, strategize, plan, and execute Emeritus Council member participation.
- c. Comment from Bruce: we want Emeriti. This is not puffery. Emeriti have so much to offer the Council, College, and other alums; many people who have previously served on the Council may want to be engaged, but may not know that they are wanted. We need to utilize this fantastic resource.

Bruce finishes the meeting by opening it up for questions. Nori asks whether in the enrollment workgroup committee there will be any connection with financial planning? She mentions a personal interaction with a prospective student where finances were directly involved with the decision to come to Juniata. There is a general feeling that this issue will need to be revisited, and that we may need to set up a more formal connection to financial planning, but that we can discuss this issue at another date when we flesh out the specific plan for this particular committee.

Jess makes a motion to adjourn the meeting. Parisha seconds. Bruce thanks everyone for their time, and officially adjourns the summer 2010 Alumni Council Meeting.

Respectfully submitted,  
Parisha P. Shah '01