

Current Members Present (2010-2011 Council):

Christopher Bair '92
JoAnn Bowman '75
Ellen Coffman '67
Brad Haubert '93
Sally Herritt '82
Bruce Moyer '74
Frank Pote '73
Jess Quinter '00
Bill Rys '96
Ron Seiler '77
Parisha Shah '01
Mandi Walls '99
Andrew Zimmerman '86

Incoming Council Members Present (2011-2014 Members-at-Large):

Carole Calhoun '60
Katie Charles '05
Bill Chew '64
Justin Reiter '02
Kelli Sheesley '98
Christine Zlupko '99

Staff/Faculty/Students/Emeriti Present:

Linda Carpenter
Katie Dickey '97
Jim Donaldson '67
David Meadows '98
Evelyn Pembroke
Gabe Welsch

Current Members Not Present (2010-2011 Council):

Joanna Acri '04
John Batchelor '69
Geoff Clarke '75
Kathy Collins '92
Sarah Fisher '75
Chris Gahagen '94
Angela Loose '96
Matt Markiewicz '83
Scott O'Neill '80
Jeff Rush '84
Doug Spotts '89

**Summer Alumni Council Meeting: Friday, 10 June 2011, 1pm
Sill Boardroom, von Liebig Center for Science**

Call to Order: Bruce Moyer

Bruce Moyer: Official welcome to everyone for the Summer 2011 meeting of the Alumni Council. Bruce takes a few minutes to remark on the general excitement of Alumni Weekend and highlights the importance of our role in leading the 14,000 alums in Juniata's Alumni Association. He points out that we are going to be hearing a number of reports today that will highlight our areas of achievement, which we hope to continue in the future.

Bruce introduces the new members of Council who are in attendance at the meeting:

Alumni Trustee:

Carole Calhoun '60

Members-at-Large:

Katie Charles '05

Bill Chew '64

Justin Reiter '02

Kelli Sheesley '98

Christine Zlupko '99

Bruce realizes that introduction of new Council members was listed on the agenda as something Jess was supposed to do, and apologizes to Jess with amusement from the group.

Jess Quinter: Spring Convocation Award Notes Information. Jess and Evelyn point out the blank note cards and list of award recipients in each member's folder. Jess explains the tradition of writing congratulatory notes to the Spring Convocation Awards winners, which has been ongoing for many years.

Bruce Moyer: Approval of February 2010 Minutes. As he has done in previous meetings, Bruce strongly encourages Council members to review the minutes when they are sent out to the group, as they are not only a record of the proceedings, but a reminder of the goals/tasks ongoing with the group. Bruce asks if there are any questions about the minutes; it is acknowledged that Chris Bair's class year was incorrectly listed in the February 2010 minutes (Sorry, Chris!). Parisha takes the opportunity to encourage Council members to please share any corrections and tells Chris that the class of 1994 is just as nice as the class of 1992. Bruce asks for a motion to approve the minutes. Frank makes a motion; Bill seconds the motion. All are in favor of approving the February 2010 minutes.

Frank Pote: Trustee Report. Frank begins his report by acknowledging the privilege and pleasure it has been to serve as Alumni Trustee for the past three years. This is his last Trustee report to the Council. Frank also congratulates Bruce on his invitation and acceptance to be a member of the College's Board of Trustees. Frank leads the Alumni Council in a round of applause congratulating Bruce on his new position. Hurray, Bruce!

Frank reports the most pressing issues on the Board of Trustees, many of which are directly related to the challenges of running an academic institution during a recession and times of financial difficulty.

1. State of the Endowment and Finances
 - a. Juniata has never been a school with a large endowment, and while the College and Trustees are working on this, the current endowment is stable.
 - b. The Trustees have done a tremendous job in managing the College finances.
 - c. There is some concern over the budget this upcoming year (see below for admissions discussion).
2. Admissions
 - a. Juniata relies heavily on admissions for revenue; admissions drive finances.
 - b. For this upcoming academic year, the admissions goal was 450 students, which would be the largest class yet at Juniata.
 - c. The most current numbers from Michelle Bartol, Dean of Enrollment, predict somewhere between 390-395 students, which is short of the goal by more than 50 students.
 - d. This is not all bad news; even though our goal has not been met, this will still be the 6th or 7th largest class at Juniata.
 - e. It was known that the goal for this size of class was a lofty one, but the Trustees are focusing a great deal of effort on why the goal was not met.
 - i. Athletic Programming
 1. Juniata was particularly low on football recruits this year.
 2. There has been a change over in leadership, and this may be the reason for some of the loss in numbers.
 - ii. Competition from Other Schools
 1. Many students are considering community colleges or associates programs before committing to the financial obligation of a 4-year institution.
 2. In comparison to our sister schools (Ursinus, Elizabethtown, Allegheny, Susquehanna), we fall short of students most to Allegheny.
 3. Trustees on the Enrollment Committee are looking into these matters for the coming year to determine how best to increase enrollment goals.
 - iii. Alumni Admissions Contribution
 1. It's not all bad news! Alums have made huge efforts through the Gold Card program.
 2. We can focus our efforts as the Council in leading the Alumni Association to make more Gold Card recommendations.
 3. Before getting into details Frank describes the program for those not informed of it.
 - a. The Gold Card is a referral program for alums to recommend students to Juniata, and actively participate in recruitment of those students.

- b. If the student is accepted and matriculates, the student will automatically receive a \$1000 scholarship in your name - renewable each of the four years of attendance.
 - 4. This year's Gold Card numbers:
 - a. In the class: 84 Gold Card students – hurray!
 - b. David Meadows will share more information later about the numbers, but the point is that the program is working; we just need to keep it up and expand it more.
 - c. It is important to note that sheer numbers are not sufficient; students are a priority at Juniata, so simply increasing enrollment without maintaining a good standard is not an option.
 - d. Frank shares that Michelle Bartol has been working with the Council this past year in figuring out the best way to increase alumni participation. Frank says that she is excited about working with us another year.
 - 3. Long Term Picture: In the last part of his report, Frank shares a few thoughts on upcoming Trustee commitments.
 - a. Trustees are looking at the long-term picture.
 - b. The College has hired companies that do long term analysis and assessment (i.e. identifying the next big building project, determining how best to grow).
 - c. Juniata is physically tight in terms of space, but we have many different ways to continue to grow and be a major draw for incoming students.

Frank concludes his report by acknowledging that there will be much activity with the Trustees in the next few years, and that along with Ron Seiler and Geoff Clarke, Carole Calhoun (a seasoned Alumni Council member) will be the incoming Alumni Trustee who shares these activities with Council. Frank officially welcomes Carole and says that the Board of Trustees suddenly looks much nicer with her on it (all agree). Frank again congratulates Carole and Bruce and completes his report.

Parisha Shah: Interim Past President News. Parisha interjects following Frank's report to share that with Bruce's acceptance as a member of the Board, he will need to step down from his voting position on Council to satisfy the Trustees' bylaws for membership. Since it is the responsibility of the immediate past president to lead the Awards and Nominations Committee, it was critical to choose someone who had previously served on Council in a leadership capacity. Frank Pote has generously agreed to give another year of his time to serve on Council as Interim Past President, and will lead the Awards and Nominations Committee for the 2011-2012 academic year. Bruce leads the Council in a round of applause acknowledging Frank's generous extra year of service.

Jim Donaldson: Faculty Report. Jim begins his report with the usual disclaimer that he is giving his faculty report, not the report for all faculty; however, he is happy to share that the faculty really do appreciate what this group does for the College. Jim also shares that he was happy to hear in Frank's report that students are a priority; this is something that the faculty appreciate the most.

Jim's report focuses on three main areas:

1. May Faculty Meeting/Issues of Governance
 - a. Overview of the May Faculty Meeting: Faculty felt that they had won a "few battles against the forces of ignorance."
 - b. In Jim's previous report (see February 2011 minutes for details), Jim expressed concern over faculty attitudes regarding governance.
 - i. One of the standards covered in the Middle States Review is governance.
 - ii. Nearly 1/3 of the faculty members are involved in putting together the Middle States report.
 - iii. One of the main issues with respect to governance was the approval of three graduate programs.
 1. The three programs are masters level degrees in accounting, nonprofit leadership, and science and secondary education.
 2. There is genuine concern amongst the faculty regarding governance that administration may be usurping faculty prerogative regarding coursework and academic programming.
 3. The provost has promised that by the September/October faculty meeting, the final proposal for the degrees will be put in front of the faculty for vote.
 4. Jim clarifies that while some faculty are concerned about the programs themselves, what he is reporting here are concerns related to governance; there is a delicate balance to be considered here between the faculty and the administration.
2. James J. Lakso Endowment for Professional Development
 - a. The endowment was created in Jim Lakso's name and kept a complete secret!
 - b. This past spring, there was a reception honoring Jim's service to Juniata and making him aware of the endowment.
 - c. To date, contributions total \$840K, with \$450K actually in hand now.
 - d. The endowment will, in part, support the Scholarship of Teaching and Learning (SoTL), which is in its 5th year (for those unfamiliar with SoTL, please visit: <http://www.juniata.edu/services/sotl/>).
 - e. Jim comments that while we often talk about building new things and improving various relationships, the vitality of the College is directly associated with the vitality of the faculty. The endowment will help the College recruit excellent faculty and maintain vitality of the group.
 - f. Jim concludes this section by thanking us for our contributions and for keeping the secret!
3. Recent Faculty Changes
 - a. Jim concludes his report by discussing two notable retirements at the College.
 - i. Norm Seims (Physics Department) and Kim Richardson (Education Department) both retired this year.

- ii. Jim comments that he has worked closely with both Norm and Kim for many years, and he holds them in the highest regard.
- iii. New replacements have been named, and he hopes that they will be as good for both the students and the faculty in the same way Norm and Kim served many roles on campus.
- b. Jim also mentions two very personal campus faculty changes.
 - i. Andy Belser from the Theatre Department has moved to a new school.
 - ii. Earlier this year, Larry Bock, athletic director and volleyball coach, took a position at the U.S. Naval Academy.
 - iii. Jim mentions these two faculty members in particular, as they both are examples of how great programs are often built on the backs of great faculty. Andy Belser transformed the theatre program, and he led the building of the black box theatre. Larry was the only women's coach in Juniata's history until now, and that program is incredible.
 - iv. Jim ties in his comments by reiterating that faculty vitality is important; it matters that we consider how best to recruit and maintain wonderful faculty, and he thinks we are in good shape to do this, but that we need to keep faculty in mind amongst all of our other sustainable improvements to Juniata.

Following his report, Jim takes questions from the group.

1. Question from Bruce: What is the status of the 3 masters level programs? JD: The Accounting program is pretty much set. GW: Of the two remaining programs, nonprofit leadership is further along. Celia Cook-Huffman is currently in charge of bringing the committee together to figure out exactly how that program is going to look.
2. Question from Bill: In regards to the faculty that have left, are they being replaced? JD: Yes – Juniata has hired people to fill positions. GW: In regards to the theatre department, a formal search will start in the fall to fill Andy Belser's position. There will be a year "fill in" until then. JD: The bottom line is that the total faculty number essentially remains the same.

Linda Carpenter: Administration Comments. Linda begins her report as she often does by welcoming home all of the alums, which all agree is a very lovely thing to say. Linda shares three main areas of discussion.

1. Staffing Relations
 - a. Jim Watt: Linda acknowledges that this news has leaked out the last few days, but officially announces that Jim Watt (current Alumni Relations Director) will move across the street to the Development Office to serve as Director of Development. Congratulations, Jim!
 - i. Linda shares that Jim has experience in development and with his opportunity to interact with alumni over the last couple of years, he will do a wonderful job in this new role by bringing together all of that knowledge.

- ii. Jim is committed to bringing the culture of relationships to the Development Office.
 - iii. Linda leads the Council in a round of applause congratulating Jim and wishing him well for his new role at the College.
 - b. David Meadows: Linda also shares that the decision to hire Jim in the Development Office was a comfortable one, as they had already identified a leader to take Jim's position. Linda officially introduces David Meadows as the new Director of Alumni Relations. Congratulations, David!
 - i. There will be an external search for a replacement for David's spot, so as of Monday, he's also a hiring manager!
 - ii. Linda acknowledges that David has earned this position with his leadership in the office, and that the administration is thrilled to announce these changes.
 - iii. Linda leads the Council in a round of applause congratulating David and wishing him well for his new role at the College.
 - c. Linda further encourages Council members to freely speak with Jim and David about any questions regarding the change in staffing relations. She reiterates that with David stepping in as Director, we will not be missing a beat in terms of our work.
- 2. Restructure on Campus
 - a. Due to a restructuring of departments on campus, Career Services is now under the umbrella of College Advancement.
 - b. Linda shares her enthusiasm on working to better link student success with the alumni network.
 - c. The initial focus will be on identifying underserved POEs, which will include working closely with faculty and alumni.
 - d. Linda also shares that a Career Task Force is being developed.
 - i. Group will consist of 5-7 human resources professionals (both alums and non-alums).
 - ii. This group's job will be to assist in the development of appropriate courses of action for Career Services in order to best tailor programs for our students and to help understand how students should be marketing themselves to employers.
 - iii. Linda acknowledges that it's still early, and that there is a lot to learn and do, but that the first order of business will be to hire an assistant director for this group, who will work directly with Council on the Career Committee, and that great things are happening here.
 - iv. Linda finishes this section by encouraging our questions and ideas!
- 3. End of Year Housekeeping
 - a. Enrollment.
 - i. Linda echoes the concern of lower-than-expected enrollment numbers this coming year that Frank shared earlier in his report.
 - ii. Having said this, she shares that it is rewarding to know that the College is able to strongly withstand a change in the plan.
 - iii. This says a lot about how Juniata is run, and Linda promises to keep us updated as numbers change.

- b. Annual Giving.
 - i. This year, \$1.064 million was donated to the Juniata Scholarship Fund (headed by Mirada Peruso in the Development Office).
 - ii. This funded 455 scholarships!
- c. Endowment.
 - i. As already discussed, Juniata's endowment tends to be lower than sister schools.
 - ii. The endowment stands at \$79 million, and showed good market growth this year.
 - iii. However, even with the good fundraising, the participation rate is ~29%, which is quite a ways above national average, but lower than in previous years.
 - iv. The concern with this drop is in terms of granting agencies and ranking agencies; it's not about the size of the gift, it's about the level of participation. Agencies calculate the number of donors over the total number of alumni, and since we are graduating more and more alums each year, we need to keep increasing the number of donors equally so.
 - v. It is a lot of work to get those small gifts in, and Linda hopes that the Alumni Council can please spread the word.
 - vi. Jim interjects here to share that the Alumni Council reached 100% participation this year in giving, and acknowledges that as the leaders of the alumni association, this is a wonderful thing!

Jim Watt: Alumni Office Report. [*Disclaimer from Parisha: Jim arrived at his statements below by way of two stories, one of which involved his Great Aunt Jane calling him "the cruise director" and the other which involved a game called Marble Madness, in which his son had his "Aha! Moment." The minutes do not reflect these stories, but feel free to ask Jim to share them with you.*] Jim begins his report by sharing that this job as Director of Alumni Relations has been the best and most fun job he's ever had and it's hard to leave, but that it's wonderful to go with the knowledge that there are such great people in this room to replace him and to work with the Alumni Office.

Also, Jim shares that it was during the tenure of Jerome Dvorak, who served as interim director before Jim was hired, that it became clear that our alums and students were not realizing the power of being a part of this community. During the past two years, we have really tried to "brand" this network, and he has these "Aha! Moments" about the network when he hears stories like the one Andrew Murdock '11 will share at the All Class Dinner. We know that the network has power when people like Andrew says that it's because of his interaction with faculty, administration, staff, and alums that he was able to get a job 5 days after graduation. It does work.

Jim is excited that he gets to continue working on this, and shares his excitement for what is going to be happening under the new leadership at the Alumni Office. We are going to see truly wonderful things happening. Jim finishes by saying that he wishes he could take the credit for all of this, but that he was just along for the ride and that his job was to make

sure that all the right papers in the right packets (a statement to which nobody agrees). Jim thanks everyone for inviting him to the parties (a reference to his “cruise director” role) and thanks us for the honor of having been a part of this.

The Alumni Council acknowledges Jim’s report by giving him a rousing round of applause for his service and leadership. We will miss you at these meetings, Jim! Who else will tell us about Great Aunt Jane?

David Meadows: Alumni Office Report. David begins by sharing his genuine excitement for his new role in the office. He acknowledges that the week’s transition has been quite informative, in terms of understanding the many opportunities that this new position offers, and yet understanding what he has to give up as well. David says he is going to use his report to give a picture of things that he has helped us to do, acknowledging that a year from now, these things won’t necessarily be his to share, and that hopefully a new person sharing this kind of news and more.

David begins his report by saying that this has been an amazing year in terms of alumni relationships. Regional programming touches more people in our network than any other programming, with the exception of Homecoming/Family Weekend. Unlike the big fall event though, regional programming happens throughout the year, and it gives people different ways to engage in the network. For the new members on Council, David quickly reminds everyone that there has been a significant shift in regional programming, in that we have transitioned into looking beyond the social aspect that often binds alums in various regions. Several groups have taken the challenge to continue doing programming that is fun, but that has a bigger impact to the College and the network, including career, athletic, and enrollment related events. The impact has been quite significant and David promises that there will be much more of this in the future. In fact, he says that we’ll likely be sick of hearing about the network, but that it’s really awesome.

David shares some statistics about this year’s regional programming.

1. Total of 37 events.
2. Over 800 attendees at these events.
3. More importantly than the total number, who are the attendees?
 - a. 11 prospective students attended regional events – David says that it will always be a goal of his to find appropriate and enticing ways to engage prospective students in the network.
 - b. 34 current students attended regional events – this is wonderful! David says that we are doing something right when students are willing giving up their days/school time to go out and interact with the alumni network. These students in particular truly understand the value of the network, because by the time they graduate, they already have one!
4. There were 80 regional volunteers this year; 48 served on leadership teams.
 - a. This is a major accomplishment!

- b. One of the goals for regional programs has been to move away from groups that are run only by a few alums. Having leaders on larger teams hopefully means sustainable leadership across various regional groups.
- 5. To return to the idea of moving beyond social programming, David shares a few examples of successes there.
 - a. Community service event in the JCDC group engaged alums, current students, and parents of current students, whose kids were not even there! We are giving people a great opportunity to get involved in new ways that match their lives.
 - b. Kelli Sheesley and Stacey Wenger from the Delaware Valley group spearheaded a campaign to create buzz about a Juniata women's field hockey game that was happening in the area. 200 alums showed up to cheer for the team! These are wonderful ways for alums to be engaged.

David then moves onto sharing more information about recruitment, to follow up both Frank and Linda's reports about the importance of enrollment numbers.

1. This year 345 gold cards were submitted (not all are actually seniors who are ready to apply for school).
 - a. Of the seniors from that group, 199 applied to Juniata (last year: 143 applied).
 - b. Of the 199 who applied, 178 were admitted (last year: 131 admitted out of 143 applicants).
 - c. Of the 178 admitted, 84 actually deposited (last year: 62 deposited out of 131 admitted).
2. We are improving for certain, and much of this goes back to what Frank said in his report: it matters that alums are spreading the word about the program and that the information comes from within the network and not necessarily the College.
3. Also, there are some regional programs that are focused on enrollment and we are getting people to talk about it, even if those people haven't been involved with enrollment at Juniata before. It matters. Stayed tuned for even more improvement!

David briefly discusses the "sleeper success" of Affinity programming this past year, acknowledging that part of the quiet nature, is that we have often referred to the word "affinity" as a bad one on Council! In truth, Affinity programming does have an impact, and what has changed is the idea that each group needed its own leadership and identity. There is a lot of room for continued success and impact here. David shares some general stats on affinity programming this academic year.

1. Total of 19 affinity programs/events held this year.
2. Two main areas for affinity programs:
 - a. Reunion-related affinity: Tangerine Bowl, various athletic groups, band, Language in Motion.
 - b. Career-related affinity: Law event (roundtable format this year), political science event in DC.

3. David finishes this section by saying that affinity related programming has the potential to impact many alums. We will hopefully continue making progress in the future on these events, and affinity programming will continue following the same direction it is now.

The last item discussed by David is an update on Juniata Connect.

1. What is Juniata Connect?
 - a. Juniata Connect is the Juniata network online.
 - b. For familiarity reasons, it has a “Facebook-feel” in terms of design, but the purpose is purely for those who have a Juniata connection.
2. What is the purpose?
 - a. Juniata Connect is a way to bring together the Juniata network in a searchable format.
 - b. Right now, when alums/students want information on other alums for social reasons, career-related reasons, for job opportunities, etc., they have to call the Alumni Office or go through a Career Services database. This is inefficient and time consuming. It also requires a staff person to actually conduct the search for the person who made the inquiry.
 - c. It’s still early, but the hope is that Juniata Connect will have a large impact on both students and other alums, in terms of connecting everyone together.
3. What is the challenge?
 - a. David admits that we have just started and that right now, there are 1231 profiles on Juniata Connect (total alums number more than 14,000).
 - b. The concern is that only 462 of the 1231 profiles have been made public.
 - i. A profile can only be searched if it is made public.
 - ii. This means that ~800 people on our current online network cannot be searched and this is a problem.
 - iii. New marketing has been going out to get people online, but it is an increasing challenge to encourage alums with private profiles to make them public.
 - iv. David emphasizes that there are multiple privacy options in place, but without making public the profiles, the database is not exactly useable for its intended purpose.
 - c. David finishes his report by tasking the Council to make our profiles public, and encouraging others we know to do the same. He reiterates that Juniata Connect will only be as powerful as we allow it to be. He promises that we will be working on this more in the future!

Katie Dickey: Alumni Office Report. Katie begins her report by reiterating Linda’s sentiments of “welcoming home” alums back to Juniata. She goes on to add her enthusiasm for David’s new role as director and to share what a pleasure it has been for everyone in the Alumni Office to work with Jim Watt. She says that the changes are wonderful and bittersweet, as everyone is very excited for Jim, but will also miss having him around the Alumni Office; however, Katie points out that the most beneficial aspect of Jim’s and David’s promotions is that they have an incredible working relationship, and this is to the benefit of

everyone at the College. Katie speaks for the entire Alumni Office staff about how thrilled they are for Jim and David.

And speaking of wonderful things, Katie begins her report by sharing updates from the Parents' Council's most recent meeting and for upcoming programs.

1. Food Services Tour

- a. The April Parents' Council meeting was planned around an opportunity to tour the dining services facilities.
- b. The tour was well received and quite informative.
- c. One of the main points from the parents' survey was dissatisfaction with food services and this gave parents the opportunity to see and experience the dining services in person.
- d. The tour was arranged with Hal McLaughlin at Juniata, general manager of Sodexo services at Juniata.
- e. Hal personally led the hour-long tour, which included a kitchen tour, a discussion with the staff, a tour of Baker, a discussion of various food lines, and a tour and lunch at Eagles Landing.
- f. The response to the tour was overwhelmingly positive; parents were surprised with the selection, various options, the food itself, and the openness of the Sodexo staff.
- g. Food Services Report
 - i. Katie and the Parents' Council put together the report and posted it on Juniata Connect in the Parents' Forum.
 - ii. This allowed for not only information dissemination, but also for others to comment and ask questions.
 - iii. The report and the tour pictures are also available online, and Katie encourages each of us to check it out (there's also a sheet in our packets of this).
 - iv. More information can be found here:
<http://www.juniata.edu/parents/whatsnew.html>
 - v. Katie shares three particularly interesting observations:
 1. The whole operation is incredibly clean; Hal and his team have won two National Sanitation Foundation awards for cleanliness.
 2. Parents were impressed by variety of foods offered; there are 9 stations and 31 beverage choices - much more than their students were telling them!
 3. Hal McLaughlin and his staff are accessible to students in terms of ideas and accommodating dietary restrictions; Hal meets one-on-one with students, and parents were happy to hear this.
 - vi. Katie finishes this part of her report by saying that this was a wonderful experience for the Parents' Council, and that by giving parents a voice, they have the opportunity to help other parents in the Juniata community, which is a powerful thing.

2. Overnight Orientation

- a. Parents have a wonderful opportunity to plug into the Juniata network during orientation.
- b. Their campus visit is packed with informational sessions.
- c. They also meet a number of people on campus that will be a part of their students' lives including the dean, assistant dean, director of residential life, facilities staff, etc.
- d. The boat cruise on Raystown Lake and the picnic continue to be a part of the visit, which allows parents to build relationships amongst themselves, as well as the College.
- e. On the boat cruise, Parents' Council and Juniata Connect sponsor a little party, which is a great way to plug parents into the network.
- f. Katie finishes the parents' part of her report by again reiterating how powerful it is to have parents involved, and that it has been a really rewarding experience working with parents.

The second part of Katie's report focused on the upcoming Homecoming/Family Weekend, which is scheduled from September 30th – October 2nd. Put it on your calendars, everyone!

1. Sustaining Previous Success

- a. Katie discusses briefly the 2010 Homecoming/Family Weekend where the College offered "different and awesome" and indeed it was both!
- b. The goal for this coming year is to maintain the awesomeness, but making minor changes to make it even better.
- c. A few highlights:
 - i. Wine tasting and picnic on the lawn will still be a part of the events.
 - ii. There will be a new version of the raft regatta.
 - iii. The theme will be "I ♥ Juniata" and Dr. Kepple is fully into this idea, having posed for a picture showing him literally covered in Juniata traditions, complete with a lobster nibbling on his ear. *[Note from Parisha: Katie shared the picture with us and it was unbelievably amusing! If you missed it, be on the lookout for it in Homecoming materials headed your way soon.]*
 - iv. Also, a new hotel has opened up near Walmart and this will allow even more room for out-of-town guests, which is wonderful.

2. What can we do to help?

- a. Closer to the event, there will be specific tasks.
- b. In the meantime, participate in advertising!
 - i. Respond to posts on Facebook.
 - ii. Share links with friends and talk about the event with alums.
 - iii. Come back and participate in the weekend.

Katie finishes her report by going through a few details regarding Alumni Weekend, which she and Evelyn worked together to plan this year.

1. Attendance.
 - a. As of the morning of the report, there were 457 attendees, although Katie acknowledges that this total will continue to change until the numbers are finalized.
 - b. It is possible that we could reach 500 total, which is still ~50 individuals fewer than last year.
 - c. In general, though, the last few years have shown lower attendance than from 5 years ago.
 - d. Why the lower numbers?
 - i. The 15-year class reunion is now held at Homecoming, although the attendance is so low, that it's likely to not make much impact.
 - ii. Classes in the 90s are generally hard to get back for reunions.
 - iii. In general, travel costs, including rising gas prices, may be affecting attendance.
2. Future areas of improvement.
 - a. Marketing – the marketing strategies have improved and they do work, as evidenced by the push for Homecoming/Family Weekend. This will continue in the future, but it's important that we make sure the marketing is tailored specifically to the audiences.
 - b. Personal contacts – nothing is more powerful than the word of mouth from other alums regarding events like Alumni Weekend. When people say that they are coming back, they get others.
 - c. Katie mentions that these sorts of ideas, analyses, and improvements come by way of committees, and she is looking forward to working with the committee on Council to determine how to improve programming and attendance at Alumni Weekend in the future.

Katie follows this up by saying that it's likely that we will continue seeing similar numbers for Alumni Weekends in the future. It's a continuing challenge with graduates from the 90s, but the classes in the 50s that celebrated 50-year reunions recently have been so enthusiastic, that we've started 55-year reunions; this slightly balances numbers. Katie finishes by sharing a few highlights for this weekend.

1. All Class Dinner: 270 registered attendees.
2. Picnic on the Lawn (Saturday): 300 registered attendees.
3. Various Receptions:
 - a. Reception for Steven Barbash: 80 registered attendees
 - b. Class of '61 dinner: 69 registered attendees
4. There has been a positive response for the weekend's planned activities, including the black box theatre performance this evening following the reception.

Katie ends her report with a promise to hear more about this in the future, and that she's looking forward to working with the Council this year.

At the end of the meeting, there are general questions from the group:

1. Question from Ron: Are we still encouraging alums to report their hours? JW: Yes! Volunteers can do this through the website; it's advertised to do so on Juniata Connect, the website, and hopefully by word of mouth. DM: We tried a volunteering survey this year, since the generic email requesting volunteering hours was not getting it done. It was interesting to see how many alums have volunteering in their lives for both Juniata and other organizations. The survey was designed to take into consideration the general role of volunteering in people's lives (for whom they volunteer, the number of hours they volunteer), and in the process gather data on volunteering hours. The one issue is that the simple email format turned into a much more complex one, and as a result, we likely lost responders. So, this year, we have to revisit this and figure out how to improve our volunteering survey.
2. Follow up comment from Ron: This past year, Linda had posted something about contributing to JSF on the Juniata Facebook page; Ron copied the link and put it on his personal page, which drew the attention of a few alums that are not a part of the Juniata group and/or missed it. Ron encourages Council members to consider posting links for important discussions and/or topics, such as giving or reporting volunteer hours.
3. Comment from Frank: Michelle Bartol had wanted him to share that the admissions counselors have set a deadline to have their travel schedules put together by July. Frank encourages everyone to be aware of this and to note those dates as soon as they are made available, in an effort to be better prepared to serve prospective students.

Bruce concludes the meeting by taking a few moments to talk about the wonderful staff. They are dedicated, professional, and enjoyable – we are lucky to have them. He acknowledges the presence of Katie, Jim, David, and Evelyn at the meeting, thanks them on behalf of the Council for all of their excellent work, and leads the Council in a round of applause in gratitude for everything they do for Juniata and for our group.

Bruce highlights some great events and successes this past year, including our awesome Homecoming and Family Weekend and the revamped regional groups. He says (and all agree) that Jim's wonderful leadership contributed greatly to those successes. Bruce congratulates David on his promotion and shares that all of us are confident in him and that he has our commitment to work with him 100% in his new role. He finishes by adding a few personal words about Jim: "Jim, you are the 1000W light bulb." He echoes our sentiments by sharing that Jim came in during a difficult time, and took what he had given to him and transformed it. He thanks Jim for his ingenuity, creativity, and energy for new things, not simply because they were new, but because they were based on well-thought out ideas that brought programs like Juniata Connect to life. Bruce ends by thanking Jim for his service and zeal, leads the Council in a warm round of applause for Jim, and officially adjourns the Summer 2011 Alumni Council meeting.

**Alumni Association Annual Meeting: Saturday, 11 June 2011, 9am
Sill Boardroom, von Liebig Center for Science**

Following the breakfast mixer, Bruce welcomes the alumni, award winners, and Council members present for the Annual Association Meeting. Bruce recognizes each of the outgoing Council members (with thoughtful and entertaining remarks) and presents each member with a gift as a token of their service, as is the tradition of the Council.

Outgoing Members Present:

Ellen Coffman '67
Sally Herritt '82
Frank Pote '73
Jess Quinter '00
Bill Rys '96

Outgoing Members Not Present:

Angela Loose '96
Doug Spotts '89

Presentation of the Chair: In addition to the general recognitions, Bruce leads the Council in special recognition of the many years of service given by our outgoing Immediate Past President Jess Quinter. As is tradition, Jess is presented with a lovely Juniata chair to commemorate her executive leadership and service. Thank you, Jess!

Recognition of Additional Service: Bruce shares that Bill has agreed to stay on an additional year to fill an unexpired term on Council, so despite the departing gift he just received, he's not really leaving. Welcome back, Bill! Parisha shares that Frank has agreed to stay on in the capacity of Interim Immediate Past President to fill Bruce's unexpired term, and since we knew this, there was no departing gift for him. Welcome back, Frank!

Passing of the Gavel: To officially mark installation of the new leadership, Bruce leads the tradition of passing the gavel from the current president to the vice president. Bruce shares his sentiments about being honored to have served as president of the Council and officially passes the gavel to Parisha, marking the change in leadership. Hurray!

Presentation of Honorary Gavel: As her first official order of business, Parisha has the distinct honor of recognizing Bruce's service this past year by presentation of the honorary gavel. The Council thanks Bruce for his excellent leadership and wishes him luck in his new role. Thank you, Bruce!

2011-2012 Leadership Team:

Vice President: JoAnn Bowman '75
President: Parisha Shah '01
Interim Immediate Past President: Frank Pote '73

In closing, Parisha shares a few remarks with the Council and group, highlighting the fact that Jess and Bruce's excellent leadership have made her job quite simple. The main goal for this upcoming year will be to continue in the same vein that the Council has already been operating: focusing on doing good work and determining how best to do that work in a way that most helps the College and the goals of the Alumni Office. She finishes by saying that she's incredibly excited and honored to have the opportunity to lead the Council this year.

Parisha officially adjourns the 2011 Alumni Association Annual Meeting.

Respectfully submitted,
Parisha P. Shah '01