

## **Juniata Alumni Council Meeting – June 6, 2013**

### **Members Present:**

Christopher Bair '92  
Sara (Davis) Bowen '01  
JoAnn Bowman '75  
Jack Carton '73  
Katie Charles '05  
Bill Chew '64  
Chris Collins '84  
Mark Francischetti '76  
Chris Gahagen '94  
Brad Haubert '93  
Jennifer Jones '07  
Heather Lecrone '09  
Justin Reiter '02  
Ron Seiler '77  
Parisha Shah '01  
Kelli Sheesley '98  
Doug Spotts '89  
Mandi Walls '99  
Christine (Vrabel) Zlupko '99

### **Members Not Present:**

John Batchelor '69  
Christie Brown '92  
Carole (Miller) Calhoun '60  
Lynne (Smires) Gale '72  
Scott O'Neill '80

### **Incoming Members Present:**

Annette (Reeder) Bair '93  
Nicole Close '92  
Brenton Mitchell '06  
Mike Valdiserri '81

### **Incoming Members Not Present:**

Marissa Gunn '05  
Scott Snyder '85

### **Staff and Faculty Present:**

Jim Troha, College President  
Tom Kepple, Past College President  
Linda Carpenter, Executive Director of Constituent Relations  
Jennifer Streb '93, Associate Professor of Art  
David Meadows '98, Director of Alumni Relations  
Katie Padamonsky Dickey '97, Associate Director of Alumni Relations  
Christina (Garman) Miller '01, Assistant Director of Alumni Relations  
Evelyn Pembroke, Alumni Relations and Stewardship Coordinator  
Chris Gibboney, Alumni Relations Specialist

I. Call to Order - JoAnn

- A. Welcomed everyone to the summer meeting/last meeting of the year, including outgoing members as well as new members and Juniata staff; went through the agenda for the afternoon as well as the documents in our packet; went over the objectives for the afternoon. Official call to order at 1:09. Chris made a motion to approve the February meeting minutes; Parisha seconded the motion.
- B. Introduced alumni guests (Bill “Whitey” Martin ’59 and Bruce Moyer ’74)
- C. Welcomed President Kepple; congratulated him for the 15 year tenure at Juniata, thanked him for all the accomplishments he has done here - presented him with two gifts (blue and gold dog collars); over \$15,000 honorary gift for Juniata international; congratulated him for his new position; President Kepple spoke - thanked everyone here for making a difference, especially all the great work everyone is doing at Juniata. Transition has been great and Troha will carry on the new traditions.

II. Parisha Shah - Introduction of new members to alumni council

- A. Annette Bair, Nicole Close, Marissa Gunn, Heather Lecrone (official seat), Brenton Mitchell, Michael Valdiserri, Scott Snyder
- B. Introductions of all alumni council members and all those in attendance

III. College President Comments - Jim Troha

- A. Glad to be here, came on commencement weekend, overlapped with Tom for two weeks - genuine time to understand issues, alumni weekend inspires him as a sense of renewal.
  - 1. What are your goals?
    - a) Troha comes to us with Juniata in a strong position; wants to get to know Juniata - don’t change Juniata, let Juniata change you...let Juniata enter my soul and then begin planning. We know we need to continue, but don’t want to move too fast, no doubt the momentum will continue...wants to be planful, thoughtful for goals.
      - (1) Two senior hires to complete (provost/enrollment VP) - hired a consultant to help
      - (2) Engage alumni and continue the welcome tour
      - (3) Build community relations here in Huntingdon; integration
      - (4) Begin discussions around new strategic plan and what will it include, what won’t it include
        - (a) campus infrastructure
        - (b) global presence

- (c) curriculum development
  - (d) endowment - 94.258 million
  - (e) begin study/prep for new capital campaign
  - (f) understanding the talent in campus community - are the right people in the right chair (understanding what we have)
2. How have I related to alumni councils in the past?
    - a) Challenge and inspire us to go out and create partnerships and support and bring it back to campus; has reviewed the council strategic plan....we have a great platform and will support us as we continue
  3. How can we help?
    - a) Recruitment, philanthropy, connections, internships - recruitment drives a college...need to be consistent and get the best students here - looks forward to participating

IV. Administration Comments - Linda Carpenter

- A. Things to be proud of: great homecoming weekend - record attendance, more than 1500 people came back; crossed 1 million in goals - 100% participation by alumni council - alumni council represents alumni group (over 14,000); thoughts on alumni council activities and how to advance...paint a picture of role of alumni council and examples of kinds of things that may be beneficial to JC.
  1. Communicate, encourage, and facilitate the broad Juniata network - example: enrollment and gold card scholarship program - currently producing 20-25% of incoming class. Yield is almost 50%, other students it is half that. It's about the relationship and ushering them through the process. Think of unconventional ways - newspaper, church, community, athletics and ways to promote students. Regional clubs and volunteering in local community service - invite local high schools to partner with the alumni group. Be creative in new ways to address priorities of JC. Always feel free to contact Linda.

V. Trustee Comments - Ron Seiler

- A. Trustee dinner in April - exciting time, John Hille and Jim Lakso were surprised with the John C. Baker Award for their dedication to Juniata. Tom Kepple was commencement speaker and awarded him an honorary doctorate. At this meeting spent time discussing the mid-States evaluation (once every 10 years) to keep accredited. People from the outside come in and look at self-assessment, rate it, give critique. One is to say how wonderful you are (many!), non-binding findings for improvement/suggestions, recommendations, things you have to do (none!), 3 recommendations, and a few suggestions. In July the Board of Trustees will have a retreat to craft strategies for the future.

VI. Faculty Representative - Jennifer Streb

- A. Associate Professor of Art History and Curator at the museum - she and Dan would like to say thank you and thank you for teaching about alumni things after being on committee, want to continue to help out. Faculty is happy that middle-states report is over and are pleased with the results. Liberal arts symposium was successful, about 350 students participated and 2/3 of faculty were mentors. President Troha was there. Faculty is looking forward to being a part of the hiring of the two new positions, appreciated the transparency with searches. Faculty are doing many things outside of the College. Faculty are working with the Center for International Education - faculty are taking students abroad, faculty are traveling and trying to develop new study abroad sites; faculty recognizes that Juniata is a great place to be.
  - 1. There are monthly faculty meetings and they can communicate things from alumni council to faculty during those meetings.

VII. Alumni Staff Comments - David Meadows

- A. Changes are happening in the Alumni office - Evelyn is now the Alumni Relations and Stewardship Coordinator and is entering phased retirement (3 years) on July 1. Promotion of Chris Gibboney - Alumni Relations Specialist and new responsibilities of working with alumni council; Dawn Scialabba - Alumni Relations Assistant - been with college for 25 years.
- B. President Troha will be going on a welcome tour; excited to see people that normally don't get to see. Two events in August (4th in DC and 10th in Philadelphia). Local, NY, Denver, San Francisco, Chicago, Florida, with concert choir...see blue sheets in pamphlet for county breakdown with regional clubs.
- C. Katie thanked Evelyn for Alumni Weekend; thanked everyone on council for volunteering - purposeful messaging: talk about gold card program and make Juniata known to young persons; promote Juniata Connect; promote regional club activities.

VIII. Summary of Year and Committee Foci - JoAnn Bowman

- A. Alumni Council Purpose (see PowerPoint from JoAnn)
  - 1. \*\*report back any jobs or internships that came out of Career Day
  - 2. New initiatives: Expand our Regional Club Focus, Consider an Alumni Benefit Program, Consider Alumni Survey Update to 2010 Baseline Survey, Build Content on Juniata Connect

IX. Committee Reports

- A. Benefits - Chris Bair - began talking about benefits for alumni council, benefit to person and institution, what may be attractive to smaller institutions...there are many challenges - will come up with evaluation program via calls over the summer. begin to think about the types of products and services. As an alum, already available benefits like networking...doing some evaluation.

- B. Enrollment - Kelli Sheesley - three things to focus on this year; postcard that was developed (going to add new teammate) - make it more of a general piece; develop a phone app for the gold card, make it a student project; Taking regional clubs and alumni council and merge them (DeVal)...make connections to schools in the Philadelphia area (anyone know of teachers in the Philly who are Juniata alums?)
  - C. Special Events - Christine Zlupko - Homecoming: promoting Homecoming at regional events (postcard) do that this summer, promote Homecoming to ex-athletes and coaches to generate excitement around home games; and Career Day for fall meeting have list of previous five year companies to touch base with them to think about coming back and then each alum can make a personal contact
  - D. Communication - Heather Lecrone - liked the idea of a dashboard and click a link somewhere to get to more places; integration of all social media around Juniata; Juniata Connect 2.0 and seeing changes and what else needs to be tweaked; IT group is recording classes and putting on Juniata Connect
- X. Recognition of outgoing council members in attendance: Ron Seiler, Parisha Shah, Mandi Walls, and Chris Gahagen
- XI. Passing of the Gavel from JoAnn to Brad
- A. Gavel is a symbol of leadership, empowerment, accountability, and integrity. Represents our will as alumni association to support our alma mater.
  - B. Brad is looking forward to a great year of purposeful work for the College while also having fun.
  - C. Meeting is adjourned.