



## Alumni Council Meeting Minutes (09 June 2023)

### Meeting Attendance

Those in attendance indicated in bold

Council Members	Staff
<p><b>Kesha Baptiste-Roberts '99</b>  <b>Nancy Belunis '82</b>  <b>Eric Biddle '82</b>            Fatima Bunafoor '15  <b>Clayton Cooper '13</b>  <b>Cynthia Clarke '76</b>  <b>Val Deraville '12</b>  <b>Brian Dietrich '02</b>            Robert "Teke" Drummond '94  <b>Jack Follweiler '82</b>            Mike Ford '82  <b>Gretta Gross '92</b>  <b>John Hill '12</b>  <b>Michael Kenawell '99</b>            Randy Kochel '79            Jessica Long '05  <b>Diane Nguyen '14</b>            Kweku Parker '16, g '17            Travis Paul '08            Melissa Romanelli '87  <b>Michelle Schoonmaker '06</b>  <b>Rob Strauss '13</b>  <b>Carol Van Horn '79</b>  <b>Carol Ann Wheeler '91</b></p> <p><i>Incoming Members Present:</i>  <b>Calvin Bembry II '19 g'20</b>  <b>Erica Griste '87</b>  <b>Christina Miller '01 g'17</b>  <b>Jennifer Summers '92</b></p>	<p><b>Grace Cook-Huffman '22</b>, Admission Counselor  <b>Bekah Ford '19</b>, Asst Dir. Of Alumni Engagement &amp; Career Development  <b>Greta Hall</b>, Director of Annual Giving  <b>Derek James</b>, Dean of Equity, Diversity, &amp; Inclusion  <b>David Meadows '98</b>, Exec. Dir. of Career Developmt/Alumni Engagemt  <b>Tammy Stuber</b>, Assistant Director of Career Development  <b>Jim Troha</b>, President  <b>Sierra Waite '21</b>, Alumni Engagement Coordinator  <b>Jim Watt</b>, Vice President for Advancement  <b>Samantha Watters</b>, Assistant Director of Stewardship</p>
	Additional Participants
	<p><u>Faculty Representative(s):</u>  <b>Jim Tuten, Knox Professor of History</b>            Katie (Hildebrand) Hoffman '01, Assistant Professor of Education</p> <p><u>Student Representative(s):</u>            N/A</p> <p><u>Other Guests:</u>  <b>Roxann Yon '84</b>  <b>Ron Seiler '77</b>  <b>Dan O'Sullivan '64</b></p>

### Meeting Minutes

Time	Topic	Minutes	Related Attachments
1:03 pm	Call to Order, Introduction of Visitors and New Members	<ul style="list-style-type: none"> <li>• Michael Kenawell '99               <ul style="list-style-type: none"> <li>○ Call to order</li> <li>○ Council introductions</li> <li>○ Review of packet contents</li> </ul> </li> </ul>	



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		Welcome to our new members for 2023-2024: <ul style="list-style-type: none"> <li>○ Calvin Bemby II '19 g'20</li> <li>○ David Christopher '96, Alumni Trustee</li> <li>○ Erica (Seybert) Griste '87</li> <li>○ Christina (Garman) Miller '01 g'17</li> <li>○ Roger Rockwell '73</li> <li>○ Adam Stanley '08</li> <li>○ Jennifer “Jen” (Stark) Summers '92</li> </ul>	
1:24 pm	Approval of Sept. Meeting Minutes	<ul style="list-style-type: none"> <li>● Michael Kenawell '99               <ul style="list-style-type: none"> <li>○ Motion to approve by Carol Van Horn</li> <li>○ 2<sup>nd</sup> by Michelle Schoonmaker</li> <li>○ Approved by all</li> </ul> </li> </ul>	
1:30 pm	Administration Comments	<ul style="list-style-type: none"> <li>● President Jim Troha               <ul style="list-style-type: none"> <li>○ Intro of Derek James, new Director of EDI. Previously, at Penn State for 16 yrs.</li> <li>○ Thanks to Grace Fala for her year of service to EDI.</li> <li>○ Jim Tuten – National Advisor of the Year. Also involved in the Fulbright Fellowship Program</li> <li>○ Topics for discussion:                   <ul style="list-style-type: none"> <li>▪ Incoming class / diversity – Enrollment keeps him up at night. Will not compromise qualification requirements. Focus on diversity, academic programs, revenue, geography, etc.</li> <li>▪ Virtually all metrics are up year-over-year!                       <ul style="list-style-type: none"> <li>● 76 students of color (66 last yr)</li> <li>● 158 first gen (106 last yr)</li> <li>● 60 international students (52 last yr)</li> <li>● 276 from PA vs 172 (55% PA)</li> <li>● 137 community scholarships (84)</li> <li>● 3.72 GPA average</li> <li>● 418 deposits (320 last yr)</li> <li>● 442 total registered (339 last yr)</li> </ul> </li> <li>▪ Continue to evolve to stay relevant!                       <ul style="list-style-type: none"> <li>● Exercise Science – 10 students next Fall</li> </ul> </li> </ul> </li> </ul> </li> </ul>	



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		<ul style="list-style-type: none"> <li>• Criminal Justice – 12 students next Fall</li> <li>• 3+1 Program – 40 students</li> <li>• Enviro Eng</li> <li>• Continue to maintain our Liberal Arts foundation. Need to sunset some programs and offer what students want.</li> <li>▪ Staff retention / labor market – Searches in past years would bring in 60 candidates. Now might get 15.</li> <li>▪ Campus morale – Staff &amp; students               <ul style="list-style-type: none"> <li>• Staff morale took a hit during the past few years ('17/'18). Seems to be making a turn for the better.</li> <li>• Leaning in to remote / hybrid in positions where feasible</li> <li>• Conversations around work / life balance</li> <li>• Did pay studies and made adjustments where appropriate</li> <li>• Student morale is still being assessed, but it is improving</li> </ul> </li> <li>▪ Statton Commons update – delayed start due to COVID. Project went from \$10.5M to \$16M. Still a bit of funding gap. Hope to be complete construction mid-Oct.</li> <li>○ Focus to strengthen endowment</li> <li>○ Middle States Re-Accreditation – had an outstanding visit. Formal report due in coming months. Used Juniata as a model for the report to the group. Shared w/ other members. Accreditation is the “license to operate”. No recommendations for improvement</li> <li>○ One focus of the Strategic Plan is on equity-minded culture. A few comments offered by Dean Derek James on fostering an equity-minded culture.</li> </ul>	
2:10 pm	Faculty Comments	<ul style="list-style-type: none"> <li>• Jim Tuten, Knox Professor of History               <ul style="list-style-type: none"> <li>○ Strategic Plan – measuring major Fellowships; extramural to JC, some are Federal / some</li> </ul> </li> </ul>	



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		<p>international. These are very competitive. Emphasis on Hollings, Gilman (for yrs, Juniata had the highest number each year), Fulbright.</p> <ul style="list-style-type: none"> <li>○ Fellowship programs improve the undergrad, grad, or post-grad experience</li> <li>○ Students do not always win, but know more about themselves from the experience</li> <li>○ Future focus on recruiting for the program</li> <li>○ Juniata Press – not many know the existence. Ex: Prof. Kaylor’s publications</li> </ul>	
2:30 pm	Trustee Comments	<ul style="list-style-type: none"> <li>● Carol Van Horn, '79, Alumni Trustee               <ul style="list-style-type: none"> <li>○ Met in April</li> <li>○ Met the new football coach, Blake Treadwell. Already had 40 recruits; variety of POEs</li> <li>○ President Troha’s participation in the Town Initiative</li> <li>○ Student report from Mya Decker – accessibility issues for students. Passport program to increase engagement w/ Town of Huntingdon. Also talked about Senior Class Gift.</li> <li>○ Dr. Jill Keeney presented on the amount of time involved in position searches. Emphasized how much faculty are involved in outside of the classroom</li> <li>○ Alumni Report from Randy Kochel</li> <li>○ Report from Jim Watt to link donors with scholarship recipients</li> <li>○ Board approved motion for the Board to better reflect the composition of the student community</li> <li>○ Trustee Topic – next capital campaign. Communication w/ donors, including corporate donors. Beginning stages for the next campaign. Need to decide where the money will go. One area is to focus on technology. Goal of \$150 - \$200M.</li> </ul> </li> </ul>	
2:45 pm	Alumni Staff Comments	<ul style="list-style-type: none"> <li>● David Meadows '98, Executive Director of Career Development and Alumni Engagement               <ul style="list-style-type: none"> <li>○ Have put together an award-winning team in the Alumni Office. Now fully staffed &amp; thrilled about it.</li> </ul> </li> <li>● Bekah Ford '19, Assistant Director of Alumni Engagement and Career Development               <ul style="list-style-type: none"> <li>○ Review of volunteer responsibilities during Alumni Weekend</li> </ul> </li> </ul>	



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		<ul style="list-style-type: none"> <li>• Greta Hall – review of annual giving. Increase of full 1% compared to 2022 FY</li> </ul>	
2:53 pm	Committee Goals, Scorecard, & Special Recognition	<ul style="list-style-type: none"> <li>• Mike Kenawell '99 presented survey results on goals               <ul style="list-style-type: none"> <li>○ <b>Enrollment:</b> <ul style="list-style-type: none"> <li>▪ Juniata Community Scholarship referral – 50%</li> <li>▪ Notes to parents of accepted students – 100%</li> <li>▪ Notes to deposited students – 100%</li> <li>▪ Recruitment of HS Athletic Directors or coaches – 17%</li> <li>▪ Repost or Relike Juniata News – 100%</li> <li>▪ Participation in additional recruitment activities – 17%</li> </ul> </li> <li>○ <b>Development:</b> <ul style="list-style-type: none"> <li>▪ Conversion of 50% of former Alumni Council who have not donated in FY23 – 83%</li> <li>▪ Data review / clean up of individual class roster data – 100%</li> <li>▪ ID of class or team members to create a giving challenge – 67%</li> <li>▪ Assist in development of videos – 83%</li> <li>▪ Assist in finding CEOs for '83, '85, &amp; 2015-2021 – 83%</li> </ul> </li> <li>○ <b>Career:</b> <ul style="list-style-type: none"> <li>▪ Recommendations for “Career Chat” presenters – 83%</li> <li>▪ Written thank you notes to alums who participated in Career Day – 83%</li> <li>▪ Help cultivate list of recruiters / employers for future Career Days – 83%</li> </ul> </li> <li>○ <b>All Council Goals:</b> <ul style="list-style-type: none"> <li>▪ Nominations for future Council members or Alumni Awards – 31%</li> <li>▪ Juniata Community Scholarship referral – 39%</li> <li>▪ Card writing to deposited students – 69%</li> <li>▪ Participation in at least one other Juniata activity – 94%</li> <li>▪ Participation in at least one Career Development event – 100%</li> <li>▪ Engaged in at least one Development initiative - 100%</li> <li>▪ Additional Alumni Council activities:</li> </ul> </li> </ul> </li> </ul>	



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		<ul style="list-style-type: none"> <li>• Board of Trustees meetings</li> <li>• Spoke with prospective students about academic program</li> <li>• Attendance at Juniata football games</li> <li>• Affinity group</li> <li>• Attend various recruitment events in Pittsburgh</li> <li>• Trustee meetings, Baccalaureate, Graduation. Co-taught a class of Medical Spanish with Amy Frazier-Yoder. I helped her develop this class when I was a senior during an independent study, and is fun to see it still being taught 10 years later!</li> <li>• Senior Dinner, Senior / Alum Interaction event &amp; dinner</li> <li>• Commencement 2023</li> <li>• Baseball game, Softball game</li> <li>• Jack Follweiler – retirement gifts presentation to Chris Gibboney</li> </ul>	
4:10 pm	Committee Sharing, Recommendations, & Discussion	<ul style="list-style-type: none"> <li>• Enrollment Committee – Eric Biddle '82               <ul style="list-style-type: none"> <li>○ Spirited conversation...</li> <li>○ Themes presented by President Troha                   <ul style="list-style-type: none"> <li>▪ Getting back in the PA market, but what area(s) suffer? Have the Alumni Office deal w/ the 1<sup>st</sup> and 2<sup>nd</sup> tier markets and then have alumni focus on 3<sup>rd</sup> tier.</li> <li>▪ Activities post-COVID</li> <li>▪ Keep momentum that we are seeing in Admissions. Not duplicate efforts of JAA. The enrollment cliff coming, maybe be satisfied w/ maintaining current number.</li> <li>▪ Did OK w/ respect to goals</li> </ul> </li> </ul> </li> <li>• Career Committee – Gretta Gross '92               <ul style="list-style-type: none"> <li>○ Spent most of time reviewing successes from the past year (Career Fair, Career Chats, etc.)</li> <li>○ Need for donations to the Career Closet</li> </ul> </li> <li>• Development Committee – Clayton Cooper '13 (reporting on behalf of Travis Paul)</li> </ul>	



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		<ul style="list-style-type: none"> <li>○ Participation of Council in annual giving</li> <li>○ Able to increase participation / giving by past Council members (up to 53%).</li> <li>○ Recording of thank you videos</li> <li>○ Looking to get some new Class Engagement Officers</li> <li>○ Participation in Annual Day of Giving</li> <li>○ Work toward converting more alumni into recurring donors</li> </ul>	
4:18 pm	Recognition of Outgoing Members	<ul style="list-style-type: none"> <li>● Mike Kenawell '99               <ul style="list-style-type: none"> <li>○ Appreciation for service to our Alma Mater. Those present were given a gift of appreciation.                   <ul style="list-style-type: none"> <li>▪ Kesha Baptiste-Roberts '99</li> <li>▪ Eric Biddle '82</li> <li>▪ John Hill '12</li> <li>▪ Randy Kochel '79, Alumni Trustee</li> <li>▪ Travis Paul '08</li> <li>▪ Rob Strauss '13</li> <li>▪ Mike Ford '82, Past President</li> </ul> </li> </ul> </li> </ul>	
4:20 pm	Passing of the Gavel	<ul style="list-style-type: none"> <li>● Mike Kenawell's final action as President was to pass the gavel to Val Deraville '12</li> </ul>	
4:25 pm	Adjournment	<ul style="list-style-type: none"> <li>● Val Deraville '12, first official duty as President was to adjourn the Spring meeting</li> </ul>	