

Juniata College Parents Council
Fall Meeting
October 1, 2010
Sill Boardroom

MINUTES

Parents Present: JoAnn Bowman; Carri Cohen; Dandy Kronitis-Sipols; Uldis Sipols; Astrid Lehmann; Bob Lehmann; Paul Landry; Jan Perry; Nancy Randall; Donna Raymond; Gary Raymond; Amy Sill; Darlee Sill; Beth Smith; Perry Smith; David Swaintek; Elaine Swaintek; Audrey Seasholtz; and Bob Thompson

Faculty/Staff Present: Tara Banerjee; Brett Basom; Josh Beckel; Terri Bollman-Dalansky; Linda Carpenter; Dan Cook-Huffman; Ryan Hollister; Tom Kepple; Darwin Kysor; Jessica McGrady; Sarah Moryken; Pat Musselman; and Gabe Welsch

- ⌚ Meeting was called to order at 11:00 a.m. by Perry Smith, Council Chair.
- ⌚ Welcome and remarks from Dr. Tom Kepple, President. Juniata has enrolled the second highest class this fall and he emphasized appreciation for all the help from parents and others in recruitment efforts. JC has great momentum going and feedback from parents who help keep us honest. Our appearance in recent ranking charts from last ten years continues to go upward.
- ⌚ Minutes from March 20, 2010 were approved with one correction ~ 4b. should not read Recruiting, but rather Engaging ~ a motion made by Sandy Krontis-Sipols and a second from Carri Cohen.
- ⌚ New members introduced themselves as follows:

Elaine and David Swaintek, Allentown, PA – Rebecca '13 loved Eagles Abroad; Paul Landry and Jan Perry, Westford, MA – Jona '13; and, Donna and Gary Raymond, Hollidaysburg, PA – Alex '13 – the Raymond's commented that Juniata and PSU are night and day in academics.

- ⌚ Kristin Noetzel '11 explained the “blue pig program” initiative – its intent is to promote student philanthropy and the importance of giving back. There will be a naming contest for the “pig” and it will have its own facebook page and later this fall pig-tures will be taken around campus with the pig being center focus. The idea of this program is to allow students to put change in the pig and certain times of the year it will be collected and eventually given back to students in the form of scholarships. Students will apply for the scholarship in March and it will be awarded at Spring Convocation. Students currently are only encouraged to give back in the spring of their senior year for their class gift. This program/campaign will teach the importance of giving back as early as their freshman year. There are several more ideas on how to promote this pig and make it become a Juniata tradition.
- ⌚ Terri Bollman-Dalansky, Director of Enrollment Operations provided some statistics as follows: the goal for this year's freshman class was 430. We had 421 freshmen enroll with a total of 442 in the class including transfers. Next year's comprehensive goal is 450 and this goal does not include Juniata employees children ~ we are at a point in college history where several employees have children going through the college search process. We are now in a situation where we are setting goals for the number of employees who can enroll their students here.

The average SAT score for this class is 1180; the median range is 1090-1270; the GPA average is 3.7 on a 4.0 scale and the median range is 3.4 – 4.0. New freshmen also include 14 valedictorians, 8 national merit scholars, 7 salutatorians, and 15 commended scholars, semi-finalists, finalists. Geographically 59% new freshmen are from PA; the class has 46% male and 54% female with attrition from last year holding at 85%. This class represents 309 high schools. Our geographic diversity is definitely evolving. The web continues to provide first hand information for students and thus they come to college fairs much more knowledgeable than in the past. However, the admission office still maintains that written literature, whether it is a post card, a viewbook or catalog, that is what drives students to the website. Terri did mention that students are driven through the enrollment process electronically.

Terri also reported that typically Juniata enrolled many more from PA but because of the economy, financially PA students aren't coming to Juniata. The enrollment website has doubled the amount of hits within the last two years. Our efforts encourage online applications with no fee associated however with a printed application there is an application fee.

2,700 is the current goal for applications for next year, which is a very focused and strong initiative.

Also, 62 students in this current freshman class had an alumni referral or other referral.

Terri informed the Council on the "gold card" and if a student referred by an alum enrolls, there is a \$1,000 scholarship in that alums name that is provided to the student for each of the 4 years the student is here. She stressed that when a student is referred by someone, they typically enroll when the referral is engaged in the process; they do not enroll when the referral is not part of their process.

Parents also emphasized that what helped their child enroll here were the personalized phone calls from current students...the very personal touch from Juniata, from the time they inquire. Our competitors are phoning but not until perhaps April or May. The office has students phoning prospective students 4 nights per week. They are not pushing Juniata and not selling Juniata, but they are chatting with them and gathering information for us and actually helping them in their college search process and prospective students remember that. Terri mentioned that many of our competitors hire outside callers and Juniata wouldn't even think of doing so.

Following lunch, the Council broke out into 3 groups: Recruiting with Admission staff; Mentoring with Career Services Director, Darwin Kysor; and Engaging with Asst. Dean of Students, Dan Cook-Huffman.

Results from the sessions:

Engaging – report by Sandi Sipols

🕒 ACTIVITIES TO BE CONTINUED:

- a. Parent Council presence on the Raystown Cruise
- b. Open House panel discussions during the Fall for prospective students
- c. Panel discussions for incoming students in June
- d. Parent Council table during Homecoming/Alumni Weekend

🕒 PROPOSED NEW EVENTS:

- a. Co-host the welcome picnic with the President. This would provide an opportunity for the Parents Council to introduce the group
- b. Prepare some type of welcome gift, such as a JC calendar magnet for new parents or perhaps all parents
- c. Serve as greeters during Move-in day at the dormitories to allow for casual conversations, offer a reassuring presence and address concerns of new parents. Video clips (testimonials of both new and

returning parents) of move-in day would make a great addition to the website for prospective parents and show community spirit

d. Dormitories as families are moving in their son/daughter

🕒 HOMEWORK FOR COUNCIL:

a. Develop an elevator speech –how to effectively “market” Juniata College in a short period of time.

b. Develop ideas to help with name recognition

🕒 ADDITIONAL NEED(S) OF ENGAGING COMMITTEE:

a. Implement an e-mail permission form so that e-mail addresses could be used by the Parents Council without any potential violation of privacy laws. This would truly help communication and engagement (Sidenote: At the Council table all parents had assumed that when they wrote their e-mail on admissions/acceptance materials that they didn’t need additional sign-ups.)

🕒 PROPOSED PARENT WEBSITE LINKS:

a. Finance/business office: FAQ to common billing questions/procedures

b. Student health/wellness: General procedure guidelines (serious illness, emergencies)

c. Student travel: A section that details current transportation options for student travel during breaks from the NY/New England area, Baltimore/D.C. area. Since at the time of our meeting there were no options offered by the college, this obviously needs some work. (Additional sidenote: At President Kepple’s remarks a significant number of comments were made in regard to the lack of a coordinated effort on the part of the college to help students get back home.)

d. Parent education/public relations: Links to the many articles about Juniata College in both national and local newspapers and magazines and 2) a link to the Juniatian

e. Huntingdon community: Links to restaurants, hotels, activities, local news

f. Welcome letter, photograph and volunteer sign-up

g. Discussion of the recent parent survey

h. Student affairs: An explanation of where to appropriately direct concerns

Recruiting – report by Bob Thompson

a. DVD with Juniata info

b. Video interviews conducted by students of other JC students; parents interviewing other parents

c. Clips taken of freshmen; clips taken of students at graduation [and where they are headed] plus a 5 year clip

d. Parents facebook page with prospective students and questions – Juniata’s presence needs additional publicity

report by Nancy Randall

a. Aid with college fairs and high school visits

b. Get names of accepted students in your area and call them by February/March

c. Involve parents with regional networks

d. Training video on U tube for college fairs and recruitment

e. Provide assistance on campus with families who are here for interviews and/or college fairs and/or receptions

f. Expand the poster program for high schools to aid in Juniata’s name recognition

report by Astrid Lehman

a. Understand the local newspaper and who reads it and part they read

b. Juniata’s name recognition offering both quality sports and education

- c. Cable channel with high school sports in Long Island and JC could be featured sponsor [although expensive]
- d. Can we get coaches to recruit in Long Island
- e. Look at community colleges and transfer student recruitment initiatives
- f. How do we prepare students for after college – what opportunities are out there

Mentoring - report by Audrey Seasholtz

- a. Important for parent council members to become involved as mentors and provide internships if possible ~ or do a shadowing program
- b. Career Day 2011 – invite and encourage parents to help
- c. Juniata Connects – going live in January 2011 for and including all alumni and parents - where they work and other contact information ~ can be useful for students looking for a career in a certain area
- d. Eagles Throne – parent council members could provide topics or write articles for the publication
- e. Parents helped judge the 54 internship posters that were displayed for Homecoming/Family weekend in Ellis Hall

Linda Carpenter reported on Noel Levitz Student Satisfaction Survey. Parents requested more education on what the POE program is and how it works as well as the two-advisor system.