



Advisory Board Meeting Minutes  
Friday, February 9, 2018  
8:30 am – 1:00 pm  
El Portal, Saguaro Room  
Dave Bidwell, Board Chair

**In Attendance:** Mark Barton, David Bidwell, Denise Ciccio, Andrew Comrie, Lee Comrie, Diane Farrell, Mickey Green, Howie Naftalin, Teri Naftalin, Valerie Steinberg, Rick Voth

**On Call:** Michael Lew

**Staff:** *Kathy Adams Riester, Annamarie Tellez, Eric Davidson*

**8:30 am Coffee/Breakfast and Conversation**

**9:00 am Welcome and Introductions:** Dave Bidwell

**9:05 am Approval of Agenda:** Dave Bidwell

Minutes from October 12, 2017 Meeting approved  
Motion: Rick Voth  
Second: Mickey Green

**9:05 am Parents & Family Association (PFA) Goal Setting:** Dave & Kathy

Kathy and a few board members had a call-in meeting to brainstorm PFA goals and intended outcomes. In this meeting, the group discussed entering Board member biographies and e-mail addresses on the website, increasing board member attendance at events both on and off campus, the golf tournament, and more. The group also discussed increasing parent awareness and engagement regarding UA career development resources through promoting an open house during Family Weekend, allowing families to help with career coaching, and creating channels for parents with job and internship openings to recruit through career services.

*Presentation and discussion of PFA electronic engagement metrics.*

**Membership:**

Denise: are most new PFA members freshmen families?

Kathy: we are not exactly sure because we can see what year they joined but not what their student's class standing was at the time.

Eric: our largest jump in membership happens in August around the conclusion of New Student Orientation sessions, so it is a good guess that many are freshmen families.

Dave: Can we capture incoming families' e-mails before Orientation?





Kathy: we need to reach out to admissions to discuss this possibility.

Annamarie: one of the difficulties with this is that it is the student's choice to enter secondary e-mail addresses for parents or guardians.

### **Social Media:**

Valerie: how long have we been using Instagram?

Eric: I would guess since about 2013/2014. We just switched to business profile on Instagram which allows us to embed live links into our posts.

Dave: can we link the golf tournament registration through posts?

Eric: Yes

### *Discussion of how to increase electronic outreach and PFA membership.*

Dave: engaging parents is the first priority, and it is important to do it early.

Andrew: perhaps there should be a new model for PFA membership- assume everyone is in, and create an opt-out or e-mail preferences campaign.

Dave: we could create membership levels, and use different nomenclature than "donation" to solicit giving.

Diane: we could also provide merchandise or attire as a benefit of membership.

Valerie: this can help create brand awareness, especially since parents are excited for their kids to attend UA.

Andrew: UA BookStores has plenty of expertise in this arena and could provide some helpful advice about this kind of initiative.

Howie: maybe UA BookStores would be able to provide a discount for PFA members.

Denise: how does the PFA present at New Student Orientations?

Kathy: we have a booth at the vendor fair and the afternoon browse and we also speak at the parent essentials section.

Rick: another way to capture families early could be educating campus tour guides to give a pitch about the PFA before students have even decided to attend the UA.

Annamarie: we could also have parents help at move-in week to welcome students and provide their families with PFA information and materials.

Mark: need to do it earlier in the week like on Thursday since the Board is often busy with Wildcat Welcome events on Friday and Saturday.

Denise: we could have people there with tablets on hand to capture family e-mails and can sign them up immediately.

Dave: it will be important to set a goal related to membership in order to determine how we will engage and when. How early does the UA start communicating with parents and families of admitted students?

Eric: most likely at Arizona Experience admissions events.

Dave: it would be helpful to capture people who's kids decide to attend the UA when they are admitted.





Kathy: ideally, once parent contact information is in the system, we would send an automatic e-mail welcoming them to the Wildcat Family.

Rick: it would be meaningful to offer them our congratulations in this e-mail.

Andrew: in order for this to be most effective, we need the closest list to the complete incoming class as possible.

Rick: how many freshmen do we expect in the new class?

Andrew: the UA has many ways to answer that question, which depend on enrollment status. We will likely have about 7,500 first-time, full-time freshmen. If possible, another way to provide opportunities for membership would be to get on the UA Mobile App.

*Discussion of ways to identify, foster, and improve parent and family engagement.*

Diane: first, it is important to look at event attendance numbers. These events do not have to be PFA official, but might also include recruitment events.

Valerie: we also need to consider what is important for every parent to be aware of, for instance how the Bursar's account works.

Denise: we also need to provide additional volunteer opportunities for parents like at Family Weekend.

Andrew: the PFA needs to identify parents based on their level of engagement.

Howie: two kinds of engaged to identify and look into are financial and participatory engagement.

Valerie: in the initial e-mail and other PFA communications, we should ASK parents how they want to be/plan to be/are involved with their student's life at the UA.

Mickey: we need to be careful because don't want to make people feel guilty or excluded for choosing not to be "engaged" by our metrics.

Dave: 5 levels of engagement to look at examining in the initial e-mail are:

- Unsubscribe
- Get information
- Get information and give money
- Participate and not give money
- Participate and give money

Diane: there should be a standardized way to track volunteers for events.

Kathy: we need a PFA board subcommittee to think about ways to pitch these ideas to parents. Subcommittee established with members Dave Bidwell, Denise Ciccio, Rick Voth, and Valerie Steinberg.

**10:00 am**

**Parent & Family Programs Updates:** Kathy Adams Riester

May Board meeting date tentatively set for 5/8/18 or 5/9/18, 10:30am-12:30pm. PFA staff will follow up to confirm.

The PFA is seeking Board volunteers for Wildcat Days and Out of State Orientations:

**Phoenix Wildcat Day:** Rick Voth will attend.





Parents & Family  
Association

**New York Wildcat Day:** Dave Bidwell and Denise Ciccio will attend.

At the upcoming **Admitted Student Day** event in April we may be doing an experienced parent panel and a have a staff presence in the family lounge area.

**Coffee Chats- Saturday, March 24:** Annamarie Tellez

Rick Voth will attend the Phoenix Coffee Chat.

**B.C. Harley Scholarship Update:** Annamarie Tellez

The scholarship is now on the homepage of the UA Scholarship Universe portal. 220 students applied last year. Winners received their scholarship money in their Bursar's accounts in August and were honored at Family Weekend 2017 with a plaque.

Dave Bidwell, Lee Comrie, and Diane Farrell will review applications from this year's finalists.

**Cat Tracks – Family Guidebook:** Eric Davidson

The new guide to UA programs, services, and resources for UA parents and families is now available as a smart PDF on the PFA website.

**10:15 am Break**

**10:30 am UA Strategic Planning Focus Group:** Dr. Elliott Cheu, Associate Dean, College of Science & Co-Chair for Strategic Planning

Presentation of UA Strategic planning process and discussion with PFA Board members for feedback and input.

Dr. Cheu asked the following questions to the Board, which were discussed in small groups:

*What would excite you to send your children or grandchildren to the UA?*

**Board Input:**

Strong academics and teaching, high value for money and good return on investment, jobs and employment, high graduation rate, the strength of the graduate school, undergraduate research opportunities, and the climate and beauty of the campus. Students should gain professional experience and social skills. Also important are the diversity of the student population, talented faculty who are trained in modern instructional technology, support for first-generation students, alumni engagement and giving, campus identity and branding, direct admissions to professional bachelor's degree programs i.e. nursing and business, and improving the honors college and its marketing strategy. Other assets are the SALT Center, the small city experience, life skills development and the ability to make connections in students' chosen fields, internship opportunities, the changing of the curricular structure to include practical experiences, improvements in marketing for the graduate school, and study abroad opportunities.

*What two things would you do right now if you were President Bobby Robbins?*



**Board Input:**

- Focus on marketing and change holiday time frames to accommodate family needs (especially Thanksgiving).
- Follow through with the implementation of the strategic plan and sell student experiences at the UA.
- Offer jobs/internships and strengthen career services.
- Secure talented faculty and staff and identify flagship academic programs.
- Improve K-12 pipeline to draw on in state student talent and widen the net of students who can take part in a UA education, and dramatically increase alumni giving.

Dr. Cheu: thank you for your feedback and please continue to follow the strategic planning process by visiting [strategicplan.arizona.edu](http://strategicplan.arizona.edu).

**12:00 pm Lunch**

**12:30 pm Committee Reports**

**Legislative Affairs:** Bonnie Klahr (absent)

Kathy: staff turnover at the UA has put the legislative affairs committee on hold. Cats at the Capitol has been cancelled for this season.

**Campaign Committee:** Rick Voth

In considering the bringing back the PFA Golf Tournament, two options were examined: Randolph Golf Course and the new Tucson location of Top Golf. Top Golf is a restaurant, bar, and driving range with places to sit for players and their friends and families. This made it an ideal location to work on the PFA goals of family engagement and inclusivity. We can be strategic about placing families together and still do raffles, mulligans, and corporate sponsorships. There will also still be medals for first, second, and third place, and a buffet lunch. Our event can accommodate 144 people.

Kathy: with volunteers from the PFA Board, it can be easily managed without staff being off campus the whole day.

Mark: where would payment come from?

Rick: partly through corporate sponsorships. We will create a marketing plan and advertising consistently. Player pricing models are currently being discussed.

**Student Recruitment & Retention:** Denise Ciccio, Terri & Howie Naftalin

Be aware of the Wildcat Days and Coffee Chat events that are coming up this spring (schedule on following page).

**SALT Liaison:** Dean Adelman (absent)

No report

**Oracle Board:** Vacant

Kathy is working to fill the position.





# Parents & Family Association

**Chair Report:** Dave Bidwell

Recruitment events are getting busier, so be sure to engage when possible. This meeting has been one of our most productive meetings in terms of discussions about PFA goals and how to meet them.

Kathy: I encourage all Board members to keep up with the strategic planning initiatives.

## 1:00 pm **Adjourn**

Motion: Rick Voth

Second: Mickey Green

## 2:00 pm **SALT Center Tour and meet and greet with new Director, Dr. Gabrielle Miller**

### Upcoming Dates

#### **Coffee Chat**

- Saturday, March 24<sup>th</sup>  
Arlington, Chicago, Folsom, Gilbert, Irvington NY, Nashville, Pasadena, Pleasanton, San Diego, Scottsdale
- \*\* still need locations for: Atlanta, Minneapolis

#### **Wildcat Days**

- Saturday, January 27<sup>th</sup> – Walnut Creek
- Saturday, February 10<sup>th</sup>- Pasadena
- Monday, February 12<sup>th</sup>- La Jolla
- Tuesday, March 27<sup>th</sup>- Phoenix

#### **African American College Day**

- Saturday, February 10<sup>th</sup>

#### **Admitted Student Day**

- Saturday, April 14

#### **Out of state orientations**

- Seattle- Saturday, April 7<sup>th</sup>
- Chicago- Saturday, April 21<sup>st</sup>
- New York- Saturday, April 28<sup>th</sup>

#### **Wildcat Welcome Week**

- Early Move in Mix and Mingle- Sunday, August 12<sup>th</sup>
- Wildcat Family Conference- Friday, August 17<sup>th</sup>
- Proud Parent Social- Friday, August 17<sup>th</sup>
- Bon Voyage Brunch- Saturday, August 18<sup>th</sup>
- First Day of Classes- Monday, August 20<sup>th</sup>



## Family Weekend

- PFA Board meeting- October 4<sup>th</sup>
- PFA Golf Tournament- Friday, October 5<sup>th</sup>\*\*
- October 5-7

