



Parents & Family Association

University of Arizona Parents & Family Association Advisory Board Meeting

David Bidwell, Board Chair

Thursday, October 12, 2017 8:30am – 2:00pm
Ventana Room, Student Union Memorial Center

In Attendance: Dean Adelman, Mark Barton, David Bidwell, Denise Ciccio, Andrew Comrie, Lee Comrie, Diane Farrell, Mickey Green, Bonnie Klahr, Chris Kopach, Rick Maldonado, Howie Naftalin, Terri Naftalin, Valerie Steinberg, Cathy Valencia, Rick Voth

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

8:30 am Coffee and Conversation

9:00 am Welcome and Introductions: Dave Bidwell

9:05 am Approval of Consent Agenda: Dave Bidwell

Minutes from September 13, 2017 Meeting

Motion: Dean Adelman

Second: Terri Naftalin

Approval of New Board Members

Valerie Steinberg, At Large Member

Rick Maldonado, At Large Member

Motion: Mickey Green

Second: Bonnie Klahr

9:15 am Committee Reports

Legislative Affairs: Bonnie Klahr

Legislative affairs is in a holding pattern, as former partner Mike Sistik has taken a new position as UA federal liaison. There is an interview process taking place for a community representative and state legislative representative. Once these positions are filled, engagement will continue. The PFA will push for Parents Day at the Capitol to continue this year as well.

Mickey: What is the legislative timetable?

Bonnie: it starts in January. The Arizona Board of Regents (ABOR) gives requests to legislators. Legislators may or may not approve these requests. Last year, the legislature approved funding for infrastructure.

Andrew: one of the requests is for the de-regulation of health care, which could save the UA \$20 million.

Another UA goal is to get the state to pay for half of cost of attendance for in state students.

Bonnie: legislators we spoke to last year were very in favor of this 50/50 plan, but do not know where the money will come from. Some legislators think the state is not responsible for higher education. These tensions are ongoing.

Kathy: the previous year's infrastructure improvements were very successful.

Campaign Committee: Rick Voth



Rick made a recommendation to bring back the golf tournament next year. Due to Parent & Family Programs (PFP) involvement in Family Weekend, this will require full the support of the board. In the past this has been a very successful event, often raising over \$20,000.

David: this event helps with Parents & Family Association (PFA) objectives because it provides a forum for families to connect and network and increases Board visibility. It is a lot of work, so there needs to be a high level of buy-in from the board.

Rick V: adding a keynote speaker would be a great addition to the tournament.

Kathy: for new members, the golf tournament stopped because PFP took on a supervisory role with Family Weekend.

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

Denise: recommended adding another coffee chat to the schedule, potentially in the fall. Many of the spring coffee chats are not well attended because the spring is a very busy time for many families. There is also demonstrated parent interest in fall events. Denise piloted a fall event in New York, where she and her guests discussed Family Weekend and she registered parents as donors. This provides bonding in the Northeast and lets people and their students from this region network.

Annamarie provided a summary of the coffee chat event.

Terri: Fall is beneficial for recruitment as well because it is college application season, and the spring date can also catch high schools on vacation.

Annamarie: recruiters invite prospective students to coffee chats.

Discussion of potential timeline for fall event.

Terri: October seems ideal- when students are still considering a number of colleges.

Denise: the event should be before Family Weekend (FW), because freshmen parents have many questions about their first visit back to Tucson.

The event would combine both current families and those considering UA/applying to UA.

Kathy: PFP will look at dates, potentially in September, potentially later on in the fall and coordinate with the Office of Admissions.

SALT Liaison: Dean Adelman

The Strategic Alternative Learning Techniques Center (SALT) is the driving force for many families and students to arrive at UA from all over the country. It is unclear if the UA does a good enough job at showcasing SALT outside of the Southwest region.

SALT Updates: there is a new director, Gabriel Miller, and SALT has largest enrollment it has ever had. A reading lab has been added and the whole building recently renovated.

The board will look into a SALT tour for the February meeting.

Most students take most advantage of SALT in their freshman and sophomore years.

Although it is expensive, SALT does a good job of raising scholarships and the support received by students is well worth the cost.

Mickey: is there feedback from parents about SALT available for us to view?

Dean: students need to give permission to have their academic information released, so no formal parent feedback at the moment. The SALT program is very structured.

Andrew: SALT is about giving the students the tools to succeed; "learning how to learn."

Kathy: parents often discuss that SALT is the reason their student is able to get a degree, including past board members.

David: the board may consider SALT as a potential place to fund.

Oracle Board: Vacant



Kathy: there is currently no liaison for the Oracle Board. Kathy is working with prior liaison Matt Noble to fill the position.

Chair Report: Dave Bidwell

This being (UA President) Dr. Robbins' first Family Weekend, this is a great opportunity for the Board to connect with him and make sure he is familiar with the PFA.

9:30 am Brainstorm PFA Goals for 2017-2018

Kathy explains the shift in PFA funding: divisional development staff is taking over some of the responsibility of funding. Rachel Rivera will discuss it later in the meeting.

Kathy & David: we will be setting goals involving fundraising, but also outreach, engagement, and inclusivity.

David: golf outing should be a primary initiative for the Board.

Kathy: golf only reaches one income level. How do we reach as wide an audience as possible?

Discussion of clarification of board roles.

Mickey: do we want to focus on supporting families of students, or also focus on making money?

Andrew: primary purpose of this board should be connecting with parents and engaging with them on issues of family support of students and family connections to the UA. It would be worth circulating these desired outcomes. This is not to say fundraising should not be addressed as well, but that is not why the board exists.

Chris: could the PFA membership/communications be opt-out rather than opt-in? Opt-out captures many more people than opt-in.

Kathy: this would happen on the admissions/matriculation side of the process if it is possible. Collecting parent data is difficult because it is often reliant on student-self reporting.

Discussion of materials to be mailed in an "admissions packet" for families.

Kathy: parents currently learn about us through web searches, the magazine which is mailed to all freshmen, and through our recruiting efforts of Orientation guests.

Terri: these materials should indicate we are relevant in providing support all years of college, not just freshman year.

David: huge initiative for us should be to draft an e-mail to be sent to new families because as a freshman parent, if you get an e-mail that says University of Arizona, you will open it. The e-mail should include the Value of the PFA from start to finish of student career, send in July

Bonnie: what is the level/type of interaction between PFA and admissions? Could we include a flyer or other materials about the PFA in the admissions letter mailed to admitted students?

Terri: how we get in on the admissions component of the process is important. In agreement that we should find a way to get a one-pager in the admissions packet.

Howie: we need to use this platform to provide parents a link to the heartbeat of the UA. Board member names and contact information should be available to newly admitted students' families.

10:00 am Break

10:15 am UA President's Welcome: Dr. Robert Robbins

10:30 am SAEM/AISS Division Updates: Dr. Melissa Vito, Senior Vice President for Student Affairs, Enrollment Management & Strategic Initiatives and Vincent Del Casino, Jr., Vice President for Academic Initiatives & Student Success



Melissa Vito

Discussion of the CatPulse survey and Parent Pulse survey that provides Student Affairs & Enrollment Management/Academic Initiatives & Student Success (SAEM/AISS) with a qualitative way to keep track of important trends, concerns, and successes of the University of Arizona.

Discussion of the strength of retention efforts, increases in financial aid and diversity.

Vincent Del Casino, Jr.

Discussion of successes and growth of UA Online. UA Online is great for people who need to finish a degree, military students, remote students, and graduate students.

Incoming freshman class stronger than ever and has retained at 83%. GPA, SATs, diverse backgrounds (46%, 52% from Arizona). There is hope to have HIS designation in the spring.

Discussion of new honors complex that will bring 1,000 beds to campus housing.

Discussion of investment in student engagement and career competencies through the 100% Engagement Initiative. SAEM/AISS is not focused on service, it is focused on teaching and learning. There are 60 experiences all over the campus that count as “engaged learning experiences.”

The UA has become the first adobe creative campus in the American West.

Discussion of the new Student Success District to begin construction by July 2018 with the district opening August 2019.

SAEM/AISS has a vision of creating first co-op experience in the liberal arts.

Howie & Valerie: the PFA board would love to get information on all these new projects for dissemination to parents and families.

11:00 am Family Launch Pad Modules: Dr. Jenny Nirh, Assistant Director, Academic Success & Achievement

Discussion of the Support. Opportunity. Success. (SOS) initiative. SOS hears from parents on all platforms, predominantly over the phone. In 2016-2017 the initiative answered questions for 3,000 people. The SOS chat function has also added to PFP website.

Discussion of Family Launch Pad portal on d2l. The student version guides students through the process of using the UA online course management system while providing them with important information and connections to UA resources such as clubs and organizations. The family version contains much of the same information. Parents can sign up for the family Launchpad at sos.arizona.edu.

11:15 am Parent & Family Programs Updates: Kathy Adams Riester

Family Weekend Schedule Reminders

Discussion of volunteering duties and PFA FW events.

Friday – Family Conference, President Meet & Greet, Bear Down BBQ.

Saturday – Family Fun Zone.

Sunday – Walk/Run

Set Date for Spring Coffee Chats

Potential date set for Saturday, March 24

Set Date for Spring Board Meeting

Date set for Friday, February 9

Spring Date Reminders:

February - Parent & Family Day at the Capital



February – Coffee Chats
February – PFA Board Meeting in Tucson
April 8 – Seattle Out of State Orientation
April 22 – Chicago Out of State Orientation
April 29 – New York City Out of State Orientation
July – Summer Send Offs TBD

11:45 am Break

12:00 pm Lunch

1:00 pm Admissions, Recruitment, and Enrollment Updates: Dr. Kasey Urquidez, Vice President, Enrollment Management & Student Affairs Advancement & Dean, Undergraduate Admissions and Dr. Dani Rollins, Assistant Vice President, Enrollment Planning & Recruitment

Discussion of enrollment and recruitment updates. The UA is on track to meet ABOR goals with regards to enrollment.

Discussion of enrollment trends. Affordability is one of the top concerns for students and families entering college with financial aid being a deciding factor. Retention and completion is also a major focus.

Discussion of new student goals for 2018. The UA is looking to add 8,000 new freshmen (4,800 Arizona, 3,200 nonresident) and 2,535 transfers.

The UA is reinvesting in student aid by increasing need and merit based aid, allowing stacking (students can receive both types of aid), providing transparency, and awarding aid earlier.

Discussion of new student opportunities. The UA application has been redesigned for user friendliness. A new program for foster care students and homeless students has been launched. The UA is also increasing high school counselor programming. Parent messaging is now tied to geography. The Young Alumni Campaign has launched and the UA will soon be designated a HSI.

Rick V: is outreach being done to international students?

Kasey: the UA is developing microcampuses around the world to expand the institution's reach and brand around the world.

Mickey: does UA Online use the same admissions standards as the main campus?

Dani: yes, the same standards are used and there is no cost to switch from Online to main campus.

Kasey: the online pricing structure is per unit, rather than in-state vs. out of state. Online students do not qualify for scholarships but do qualify for federal aid.

David: How can the PFA partner with Admissions and Enrollment Management?

Kasey: we would love to connect and discuss how PFA materials could be included in admissions packets or other mailers.

Dani: recruitment begins earlier now. Because students are holding out on their college decisions longer, it helps when the UA is working with students earlier.

Denise: is there still an admission day event?

Kasey: the timeline did not work out due to open enrollment application beginning in July. Enrollment decision turnaround is now about two weeks.

Bonnie: when is the financial aid package sent to admitted students?

Kasey: the whole package is released in November. The Housing application can be submitted the day a student is admitted.



Kathy: coffee chats may now happen in the fall. What would be a good date to bring in prospective students?
Discussed doing it before Family Weekend, mid to late September.

Kasey: this would work with the admissions timeline.

1:30 pm Divisional Development Update: Rachel Rivera, Director of Development, Student Affairs & Enrollment Management and Jen Romeo, Assistant Director, Parent Engagement

Discussion of the introduction of the UA Family Giving Society. Annual level for membership begins at \$2,500 which coincides with the President's Club designation. The Society specifically targets undergraduate parents. Giving connects with equity, access, and opportunities for underserved populations.

The Society was developed following the Cornell model. We called 240 families and sent out 450 invitations, which will continue and possibly increase with every freshman class. This is an entry point for parent philanthropy but parents can go on to connect with other areas of the campus. The goal this year is for 30 families to give at this level.

Jen: calling has been positive for the most part, especially in generating interest from families and discussing the campus.

Terri: differentiation between the society and PFA will be important so the PFA is not seen as a fundraising arm of the UA.

Rachel: gifts now go directly to SAEM/AISS to aid with this distinction.

1:45 pm Unfinished Business

Golf tournament approved by majority vote of the board.

Discussion of Golf Tournament logistics.

Plan for 7:30 call and 8:00am call time to minimize interference with Conference

A short breakfast will be held before the tournament. Lunch and award ceremony will be held afterward for "longest drive, closest to pin, etc."

Mickey: discussion of fundraising role of PFA should take place at February meeting.

Bonnie: we should also determine steps to take to get a PFA flyer in the admissions decision packet.

Mark: this should include a target message to parents with them featured on the envelope.

Kathy: we will send out an e-mail to call for a small group to discuss these goals prior to February.

David: the role of the PFA should now be focused on engagement since we do not have to raise funds to operate.

Kathy: parents are more likely to give money when they are happy about their students' experiences.

Rick: we need to make a decision on where funds go.

Kathy: that will be on the agenda for February.

2:00 pm Adjourn

Lee Comrie makes a motion to adjourn.

Motion approved by Board Chair David Bidwell.

2:30 pm Optional UA Tunnel Tour with Chris Kopach, Assistant Vice President, Facilities Management