



Parents & Family Association

Advisory Board Meeting
Thursday, October 13, 2016
Student Union Ventana Room
Joel & Katherine Lewis, Chairpersons
Minutes

In attendance: Diane Farrell, Matt Noble, Bonnie Klahr, Mark Barton, Sandy Vasseur, Lee Comrie, Denise Ciccio, Katherine Lewis, Joel Lewis

On call: Michael Lew, Mickey Green, Terri Naftalin

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

9:00 am Welcome: Joel & Katherine Lewis

9:05 am Approval and Consent of Agenda: Joel & Katherine Lewis

Minutes from September 23, 2016 Meeting

Sandy: Motion to approve

Matt: Second

Joel: Minutes are approved 9:18am

9:15 am Annual Giving Update Krista Voth -Director of Annual Giving

The call center Telephone Outreach Program (TOP) has begun calling parents of upperclassmen in September. The TOP calls everyone who has never given, extended lapsed donors, and future parents at 18%, which is one of the most successful segments. It is easier to steward existing donors. The TOP will begin calling freshmen parents on November 2. The TOP is now fully funded and does not have to charge back to the PFA.

Kathy: This provides the PFA with an \$83,000 budget boost. Telephone outreach is no longer a direct cost for the PFA.

Krista: The TOP is focusing on increased genuineness and flexibility so that people have an opportunity to give to what they are passionate about.

Highlights: There are over 8,000 lapsed donors which is 9% higher this year than last year.

The TOP will call junior and sophomore parents in the near future. The TOP is discovering how to connect with parents, and the top callers on staff are used to call parents. One caller solicited a \$1,500 pledge, one a \$1,000 pledge, and another a \$3,000 pledge. Sophomore parents represent more than 20% of donors.

Katherine: What is the TOP's financial goal for parents?

Krista: Involvement is too hard to gauge to have a set goal. The TOP is looking for 47% of parents to use credit cards to make their donations.

Kathy: There are competitive and intra-TOP goals. The PFA should visit the TOP.

Mark: how does caller ID come through?

Krista: The TOP numbers show up as normal Arizona numbers or as the University of Arizona. Please pick up the call because the TOP wants feedback on its calls.

Annamarie: We received some feedback from a family who said the TOP student did a great job.

Krista: The TOP is trying to get updated contact information for families. Also, additional calling hours were added to contact more non-donors. The pledge rate similar to current



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donors but yields a lot more money. The current call center manager was a student caller of parents when they were in college.

Joel: Does the TOP honor/offer corporate matching gifts?

Krista: pledge rate + companies that match gifts. Sometimes that doesn't come through right away

Matt: about half of matching gift people give reminder. Do you remind?

Krista: not at the moment

Joel: we get 83K back?

Krista: no, just won't be charged

Bonnie: amount pledged v amount paid diff of 100K?

Krista: yes, that's why credit card is so important. Many people say they will give and do not.

Bonnie: any way to track?

Krista, yes some came in after FY end. 70% fulfillment rate overall. Pledges written off at 120 days. Might do last chance reminders. Try to retain first time givers, thank you calls, send sticker and card, 2nd year will ask for same amount. Same amount 3 years more likely to become sustained giver.

Kathy: we have PFA specific branding for stickers

Krista: working on branding annual giving campaign.

Kathy: if interested, PFP can help develop branding. We give out magnets.

Sandy: if someone pledges w/o credit card, do you send them mail?

Krista: yes, and email. Lots of people still send in checks.

Denise: credit card hacks make people want to send in checks

Sandy: if I have to pay typical fees online, only chrome works. Is browser an issue?

Krista: maybe, but foundation getting a new website

Bonnie: follow up phone calls?

Krista: yes, second ask for Fall donors in Feb

Bonnie: for same amount?

Krista: Call for Credit Card (CC) when no CC first ask, called a recall. Jo says this is best group of students ever. Having fun, enjoying work environment. Would like to show PFA board TOP program and call center.

Matt: would like to have job description on TOP program.

Kathy: work with Krista, any local parents welcome to come.

9:30 am Parent & Family Programs Updates Kathy Adams Riester

Budget Update

Kathy: accounts in blue foundation, gold UA accounts. Budgets shows Fiscal Year (FY) 15-16 year end

546,730 revenues, expenses 541,921. Bottom line better than 6K carry over. Still ballpark for previous budgeting system.

Projected for 305K for revenue. No 83K bill, no costs for Phoenix Summer Send Off (SSO) or Golf Tournament. May have staff travel to SSOs with increased revenues. No Golf Tournament, which used to bring 20-25K, but not having 85K bill still big. Move to free online membership, down 15K from that. March/April-August key donor time. 28K donations vs last year's 31K, still good despite free membership. ~17K less from free membership, made up elsewhere.

Numbers doubled from summer to summer, 1,032 signed up for free membership.

Bonnie: lack of donations at Orientation would have been fees for membership?



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Kathy: yes, but hit wasn't that bad. Free memberships now get newsletter. Magazine still requires donations. Hopefully free membership lets Top work for donations more successfully.

Sandy: 2016 projected totals 16-17 FY?

Kathy: yes

Sandy: Netted 5K?

Kathy: yes

Sandy: what does \$305,000 represent?

Kathy: expenses-85K fee paid to TOP, no expenses for golf or phx SSO

Sandy: projected FY 16-17 revenues?

Kathy: did not do the math on that figure.

Sandy: Harley Endowment, where does it come from?

Kathy: BC Harley not included because it is a separate endowment fund. Payout taken from that

Eric: raise BC Harley principal?

Kathy: McNeal family raises money for endowment.

Denise: Since membership is free, when phone call is made, why not create giving levels to list in magazine? Might offset loss.

Kathy: will talk with Rachel about how to incorporate

Bonnie: would encourage additional donations to be recognized at higher giving level.

Diane: do we think about annual giving cycles?

Kathy: calendar built on academic year cycle

Denise: calling begins in fall?

Kathy: before

Denise: call after admission of students?

Kathy: do not have the data for those parents yet. Sept 1 data pulled and given to the foundation. Call all year for us, not as much in the summer.

Think Tank (TT) Grant for 2016-2017

Pictures shown

Kathy: results of gift. Proposal sent over by Dorothy Briggs to create similar space and use similar furniture at Park Student Union (PSU)

Joel: this result of previous 20K gift? Same thing proposed?

Kathy: yes, have her come to meeting in Feb.

Joel: we should see the TT in Park Student Union

Katherine: TT been featured in Magazine?

Kathy: no but TT featured in gifts at work article in Newsletter. See the PSU TT in Feb

Family Weekend Schedule Reminders

Kathy: walk over to the Greek Heritage Park after meeting anyone who wants to come
Multiple activities [Friday]

Annamarie: volunteer schedule is done, Last lecture all are invited

Eric: will forward schedule this afternoon

Kathy: registration tent out on the mall, some will be at the PFA table, some helping to run Wildcat Family Conference, lecture in Kiva, other rooms on 3rd and 4th floor

Bonnie: recording the last lecture?

Kathy: not this year, maybe next year. Ice cream social at Scoop, award ceremony around at the patio. McNeals will be coming. Bear Down BBQ Bash at 6:30 on ASM lawn across from Centennial Hall. Be there at 6:30 because Dr. Hart will arrive shortly after so we can take pictures. Dr. Hart and Courtney Olds and Lewis' will speak. Chaka Khan afterwards. Saturday Wilbur & Wilma's playground 8-12, 12:30pm Kickoff for Football vs. USC.



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Annamarie: Fun Run on Sunday, starts at 7 registration, run starts at 7:30

Kathy: Campus pantry benefits students with food insecurity

Bonnie: how do they identify students?

Kathy: self-identified, through student affairs

Denise: take donations?

Kathy: yes, I will collect it for you if leaving Sunday excited to be here for Fam Weekend

Bear Down BBQ & Ice Cream Social Attendance Check

Kathy: who will be there to volunteer? Denise and Joe, Diane, Mark (maybe), Lewis'?

ICS tickets will be given out at event

Bill: will be checking in at noon tomorrow

Family Weekend Feedback

Kathy: transitioning Family Weekend from Associated Students of the University of Arizona to more admin run event, still will be student involvement but PFP team will be taking over for the bigger picture. Feedback?

Mickey: other school parents? Any comments?

Annamarie: sharing Tucson community, more of the academic culture.

Matt: Greek life get schedule of events earlier enough to plan around them?

Kathy: when planning Fam Weekend Greek events, make sure to check in with parents and plan around U-wide events. Families just buy tickets to stuff and forget about Greek commitments.

Matt: Meeting with Chair, much more likely to take it to the chapter. Fam Weekend 2017 registration should be up by Out of State Orientations in Apr.

Matt: copy chapter advisors.

Joel: Put all pictures on PFP website from family weekend

Mark: Does it have to be tied to football game?

Kathy: discussed that. Also thinking about a Spring Family Weekend.

Denise: come into conflict with spring break?

Kathy: would most likely be in Feb. Some schools do sibling outreach.

Matt: Most chapters have parents' days in spring. Bring UA baseball into the game

Joel: do it around spring fling?

Kathy: as you are all participating in things, take note of what works and what doesn't, take survey, would like feedback.

Sandy: daughter's school- parents sat in on a class, meal served was an in-n-out truck

Diane: some people didn't make plans to come until agenda came out, hotels already booked.

Kathy: preliminary schedule up earlier this year.

Katherine: other sports?

Terri: last February, just wanted to go to any athletic event, couldn't get tix to basketball, went to gymnastics.

Denise: post athletic events on websites

Diane: tailgating important to families, but scheduling can be difficult

10:00 am Deb Dale Program Review Follow Up

- Family Involvement Opportunities

Mickey: Need to get board meeting agenda out sooner.

Kathy: even if it hasn't been read, will still be able to provide feedback

Overhaul was done 4 years ago on website, ready for refresh. Make it easy to donate but also a good way to use/find resources



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Kathy: ambassador program not ready to be done, not staffed enough. Look at opportunities for more engagement.

Diane: sports as a calling to get together. Alumni Association chapters host watch parties. Maybe check in w/ alumni association to help parents get connected with watch parties.

Joel: parents who aren't alumni don't think they can show up.

Kathy: will check in with Alumni Association regarding whether or not non-alum parents will be welcome.

Bonnie: could be seen as parents of future alums

Matt: ambassador program important in finding people, would like to keep former board members engaged.

Denise: alumni/family viewing party branding.

Matt: U is going through whole rebranding, disconnected from sports and business, yet volunteers on boards are in business or sports.

Bill: keep PFA involved

Diane: identify future board members?

Denise: push PFA as a PTA model, expected to volunteer. Make sure people are being more actively involved.

Joel: Bill, you and Polly can never leave.

Bill: Parents are the ones still donating, want to stay involved when kids first leave school and parents have greatest propensity to donate/contribute

Kathy: more events nationally where families live. Try to get parent volunteers for SSOs. Coffee chats, Wildcat days. Maybe more local events?

Matt: Alumni Association hosting webinar events, need to do more online. Sending faculty/admin to speak to alums, maybe invite parents

Matt: talk to career services. Parents may be able to mentor students or provide info on a given field

Kathy: provide internships or other opportunities.

Terri: donors invited to sit in box at Football?

Kathy: Johanne Ives identified them as prospects for advanced level giving. Looking for more Southern Cal involvement.

Bonnie: webinar conference form.

Kathy: need to pick a topic, looking for zoom technology.

Bonnie: when will that be if it does happen?

Kathy: student life, any topics that parents may be interested in?

Eric: ask parent questions, take parent pulse data, etc. for content

Katherine: ask parents how they feel, how are they doing?

Kathy: especially if students struggled academically. Different areas on campus might be able to sponsor topics and schedule for next year.

Bonnie: early spring on academic struggle topic

Annamarie: getting familiar with zoom tech

- Other Thoughts/Questions

10:30 am Committee Reports

Legislative Affairs: Bonnie Klahr

Bonnie: exciting news! Steering committee: Advocats, first call last night, alumni to people from capitol, parents, etc. coordinate legislative advocacy. Legislative agenda from ABOR out and will be sent to board. 50/50 funding from legislature, healthcare for all universities getting out of state healthcare plan and into institutional plan.

CAPITOL DATE: FEBRUARY 7, parent's day at capitol.



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Cats at the Capitol, January 18

Every Wednesday, UA affiliates can go see legislators and advocate for UA. Videos from Mike, Joel & Katherine get involved in videos

Kathy: last year's day fun and interesting. Mike is creating an advocacy letter to send to family members in January with concerns. Last year they made a large impact, there was an interest and they appreciated hearing from the UA

Campaign Committee: Natalie Morrison

– Kathy in the process of filling the campaign committee position. Kathy needs to review the position it is dependent on what type of fundraising programming we will host in the future. Diane has a strong background in golf!

Oracle Board/Greek Parent Liaison: Matt Noble

Matt: need for more housing in Greek community. Hire career ambassadors to talk to members of Greek community. Homecoming has gone downhill in Greek system. Few groups do floats anymore. Liquor control board got involved, costs became too high. Risk management is similar. Too much drinking, sexual assaults.

Katherine: what happened to the homecoming pride?

Matt: died a slow death, homecoming parade has become less important

Bonnie: limit to how large the houses could be.

Matt: Panhellenic has policy called quota, every attempt to place every woman in a chapter. Fraternities are different, top fraternities get too big and have too many risk issues. Many kids now not getting into chapters, anti-Greek attitude.

Matt: all lot spaces have academic easements, difficult to find space.

Kathy: Melissa looking to have that conversation in developing new master plan.

Denise: houses or apartment buildings?

Matt: houses sleep 40-60 and are owned by alumni boards. Been conversation about building Greek apartments but there are obstacles.

Kathy: convincing groups to adopt non-traditional models is important.

Matt: Parents are number 1 issue in Greek system.

SALT Liaisons: Sandy & John Vasseur

Sandy: SALT center completed, reached out to Rudy to tour but they are packed this weekend. 10-12 ribbon cutting ceremony is full now, but feel free to take a look.

Katherine: what was newly done?

Sandy: building not expanded but used more unused space.

Recruitment and Retention Committee

Denise: Northeastern family's kids are loving school, reminding families about academic resources

Terri: coffee chats in February, waiting for SALT app to come out. Looking to be more proactive about word getting out.

Kathy: SALT app up for fall for applying

PFA Board Chair Update Joel & Katherine Lewis

Joel: Parents & Family conference in August was great, brunch, social. All well attended. Need to keep making people feel welcome. As seasoned parents, need to be there for new families. Keep doing what we are doing, build community vibe.

Katherine: parents tired by the time the panel was in place at the conference.

Bonnie: have the parent panel more than once?

Kathy: could explore that

Denise: list of Freshmen coming from the Northeast. Reaching out to every parent in that area, good to build a base and communicate about issues.

Bonnie: create regional parent and family clubs to connect on similar issues

Eric: create regional social media communities



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Denise: meetings of students for travel, etc.

Bonnie: create ways to connect students

Kathy: Get people connected by area, more organic gatherings

Bonnie: parents would be impressed by this

Denise: fly direct from JFK to Tucson, tried to contact Alumni Association (AA), the airport contract is only a 2 year contract. UA and AA need to promote it a little bit more. Tucson businesses paid AA to bring it in. Way to connect with AA?

Kathy: made a note to reach out to Tucson International Airport to do a push about that east coast flight, or chamber of commerce.

11:30 Spring Date Reminders – Kathy

February 7- Parent & Family Day at the Capital

February 18 – Coffee Chats

February 24 – PFA Board Meeting in Tucson

April 9 – Chicago Out of State Orientation

April 23 – Seattle Out of State Orientation

April 30 – New York City Out of State Orientation

July 16 – Denver Out of State Orientation

July – Summer Send Offs TBD

Kathy: suggestion to schedule May meeting date early, maybe Wednesday or Thursday.

Denise: Thursday is a better date for travelers.

Kathy: schedule a zoom/call in meeting but if here please join us, May 9, 10, and/or 11

Bear Down District- Melissa Vito, guest speaker

Melissa- **invite Karen Williams to next meeting**- Library director and CIO

Revitalizing the library to be more inviting more collaborative learning spaces

Build on the back of Bear Down gym, think tank tutoring, supplemental support, math and science learning center. Glass area with futuristic look to it.

Collaborate with Civitas to review working spaces to ensure the space it utilized correctly.

Results- studies show students who get a C in English, return sophomore year but may not graduate- so we will elevate Think Tank area to assist students with classes. Bear Down Support District creates environment of wellbeing for the total student experience. Promote well- being, in a cost effective way.

ABOR met with the Bartlett family who donated \$3million to start the district. Tomorrow will be ribbon cutting ceremony for SALT center.

Received approval to continue with the plan, moving forward before new President steps in to help avoid any delays. Opportunity to create an honors village and helps support all students. In 2 weeks meeting with JP Rosniack to discuss future funding on project. Hired communications liaison to assist with fundraising. Donor support UA investment, possible student fee and or auxiliary support. Provost website contains task force report with ideas moving forward- please check it out.

Invite Andrew Comrie to give update in February board meeting.

Honors experience continuing to be integrated vs. Barrett which is more segregated- integrated aspect draws on being a Wildcat syncing with 100% engagement.

Kendal Washington White (lunch guest)

This morning attended first president search committee meeting.



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Kasey Urquidez/ Stephanie Basij- (guest speakers)

Recruitment update.

New initiative, where recruitment and retention fits in the division. Retention academic support with Vin Del Casino

Kasey to oversee admission, help onboard students transition programs as first year experience.

Enrollment highlights- see attached document

Enrollment goals- see attached document huge priority

Higher retention rates with transfer students with associate degree

New student experiences task force committees- see attached ready to launch in fall 2017

Recruitment activities in review-

Stephanie Basij

See attached

Hired consultant to review the virtual tour changing the process, space and tour experience. Addition of a selfie wall in Old Main. Virtual tour website in English, Spanish and Chinese. Get a sense of the campus before traveling to visit, post card signed by Wilbur and Wilma with a personalized message. Goal to make experience more personalized, prepping them to see what university has to offer.

-AZ Experience revamped into a true conference style- making sure it meets student's personal interests.

- Tri-University Recruitment in AZ- working with other state institutions to host more regionally based community events.

- Schools app- private social media site, students can connect with other students and admissions has the ability to push messaging to them.

-Phone calls and text messages- called every newly admitted student and followed up prior to start of semester. Utilizing text messaging to ask questions like a general assessment ie "do you feel wildcat ready?"

-Swag- new gear sent to incoming students, block A for keyboard and stretchy fabric letter from Kasey and Greg Byrne

-Additional projects- personalized note cards assisted by department, a welcome parent letter from Kasey and Stephanie. Included business cards, and families utilized the card to call or email them.

-Project popcorn- sent to key high schools in AZ

-student newsletters to rural communities

-Open houses and coffee chats and campus tour follow ups

-FAFSA follow up reminder sent a postcard reminder

-Incomplete applicants- postcards to invite them to attend a tour and complete an incomplete application. 12 students place calls to incomplete applicants

- New recruitment programs and initiatives- see attached materials

-Application process changes- core GPA only calculated on core courses and they are self-reported along with in-progress grades. Rates are very high on accurately reporting, students usually underreport their grades

Final transcripts – must be submitted in order to receive scholarships

AZ Insider- most events have low attendance from Tucson residents

- Parent Recruitment piece- postcards and events for parents in the evening

- Wildcat days schedule- pulling all dates to confirm dates and set early

Staffing- see attached

Joel- emphasizes the importance of quality materials, perfect messaging

1:44 Bonnie motions to adjourn meeting and Matt seconds, meeting adjourned.



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