



Parents & Family Association

The University of Arizona
Parents & Family Association
Advisory Board Meeting
Joel and Katherine Lewis, Chairpersons
Tuesday, May 10, 1:00 pm – 3:00 pm
Education Bldg. 102

Attendance: Michael Lew, Bonnie Klahr, Sandy Vasseur, Denise Ciccio, Diane Farrell, Joel Lewis, Mark Barton, David Bidwell, Matt Noble, Rachel Rivera, Annamarie, Serena Valle, Kathy Adams Riester

- 1:00 pm Welcome and Introductions
- 1:03 meeting called to order
 - Dave Bidwell motions, Bonnie Klahr seconds
 - VOTE:
 - Yay- all February minutes approved
- 1:15 pm BC Harley Scholarship
- Joel, Denise and Michael to discuss their reasons as to why they chose their top choices. Joel and Katherine voted for Anissa Dominguez and Michael and Denise voted for Savannah Pearson. David is wondering if we could increase the award amount Kathy asked Rachel if we could award from the endowment and another award from the PFA budget. Rachel said this is fine.
- KAR suggests a vote:
 - Savannah Pearson- Diane Farrell, Denise Ciccio, Michael Lew, Matt Noble, Mark Barton, David Bidwell,
 - Anissa Dominguez-Joel Lewis
 - Abstain-Sandy Vasseur
- Joel Lewis requests to use Chair fund stipend as a scholarship for Anissa Dominguez, request is voted upon.
- Yay- all
- 1:35 pm Committee Reports
- Joel Lewis- Co Chair Report
- Joel and Katherine attended Irvine Wildcat Days, great group of guests. They have been receiving emails about their love for the UA and commitment to the campus. Really responsive to the PFA. Guests are shocked to see parents at functions, keep up the great work and continue to attend the planned functions.
- Bonnie Klahr- Legislative Affairs Liaison
- Budget was passed both houses (drama shared) passed and signed by governor. State Universities \$32 million additional money, \$5 million for freedom schools aimed at advancing free enterprise concepts UA is one of them. \$8 million will go to each university, \$8 million 1 time for UA, \$5 million for UA/ASU, \$7 million ASU, and \$4 million NAU. Bonnie will confirm what the \$8 million is earmarked for. Bonnie tried to get a hold of Mike Sistik to clarify, waiting to hear response. Advocacy well received,



Parents & Family Association

now that we know the process it will only increase. Bonnie encouraged PFA board members to attend the capitol day in January or February. Bonnie sent a great note to AZ constituents to reach out to their local congressional representative.

Denise Ciccio- Student Recruitment & Retention Committee

Denise attended orientation at Macy's in April. Parents have called Denise personally she loves the UA events and enjoying UA. Michelle Burns local recruiter is working with Denise on a coffee chat this Tuesday 5/17/16, coffee chat invite sent to 25 families. Trying to get families connected so that students can travel together for breaks etc. Trying to set this up. KAR- Denise has offered a parent event when we host orientation in NY Macy's next year.

Matt Noble- Oracle Board Liaison

Oracle Board, recruitment numbers increase (too large in sorority system, need more housing) 275-350 women in an organization. Recruitment is great, hosted a career event in the spring. 4 chapters hosted companies for all of Greek life to attend. Need better recruitment in Men's Greek life. Board is continuing to recruit new blood, need volunteerism. Still down from decades ago. Staffing changes as well have occurred. Kathy Adams Riester continues to work with FSP Johanne Ives took a new position as an assistant director of development. Kathy began search for new Asst. Dean and FSP director. Trace Camacho will start 5/23 finished up PH. D from Michigan State, Lauren Leif is moving into Asst. Director Position. Still looking for a coordinator in the FSP role. Johanne and Jenny had 8-10 years' experience, so there will be growing pains, but Trace has great experience and is a great resource.

Matt- Greek Plaza under construction and will be dedicated for homecoming. Kathy opens option if you have a student involved in Greek life to visit the new plaza and celebrate the dedication.

Sandy & John Vasseur- SALT Liaisons

Sandy reached out to Rudy for update but did not receive it. Rudy is interested in touring the new expanded building in the fall. KAR suggests viewing SALT and the Greek Park afterwards

2:20

Kathy Adams Riester -Director Report

Rick resigned, golf tournament is placed on hold this year because Family Weekend is now overseen by PFA, KAR and ALT do not want to overcommit. We will revisit the golf tournament next year. We need to have more parent/family volunteers to assist with events. Chris Kopach would like to invite golfers to his golf tournament maybe move it to the fall. It is for the Goodwill Charity. KAR and ALT to meet with Chris and discuss this idea. KAR- we are waiting to hear back from Deb Dale on her recommendations etc.

Chris asks how much golf raised- \$20k, Bonnie wants to know how it effects budget- KAR states there will be a deficit.

Marshall Foundation \$20k, and Marriott \$5k have returned as sponsors. We will now search for new sponsors for PFA and Family Weekend. No longer hosting the Phx



Parents & Family Association

Summer Send off, this will allow for more time spent on sponsor requests. Dave Bidwell, questions Rachel's team taking on new sponsors. KAR clarifies that sponsorship stays with PFA. Rachel looking more at parents as constituents to be potential major gift donors. Calling and outreach will not be changing, larger gifts transfer to Rachel.

Joel asked about PFA board assisting with thank you calls. KAR feels once we start to receive donations from orientation PFA board members will call and thank our donors. June is the month we get a majority of donors.

Bonnie- questions large donations. How is Rachel determining where funds directed...KAR explains that each parent will have the choice on where to direct giving funds. We are reaching out to parents who have a larger capacity, and what their interest is.

Parent & Family Satisfaction Survey- Serena Valle

2016 golf tournament

KAR and ALT to meet with Chris to discuss future of golf tournament

Coffee Chats

Coffee chats were not well attended, are we missing the mark with timing? Joel suggests changing the timing from morning and afternoon. Diane said it was small and not well attended. Dave suggests some sort of incentive, or plan around a sporting event. Coffee Chat is used to build a connection among parents. Rachel suggest a virtual email introduction and creating relationship and maybe it would lead to a coffee chat...or more.

Bill suggests that the goal is to connect, Polly says that parents are overcommitted. Denise's mentions that the coffee chat is just an opportunity to connect.

Mark feels parents have questions when their student is a freshman, by November they have full info. Suggests that we move the coffee chat to the fall, have clearer objectives and move forward. Host a large event after acceptance letters go out, but there are not any committed students? Maybe November? Everyone is excited and wants information. Dave said Mark has a good point to move to the gap between first day and family weekend? There is a big gap for parents.

Rachel suggests that we work with regional ambassadors, so ownership is not on volunteer but just to attend. Joel asks us to revisit purpose? We are giving back to parents/family members who may really miss their student. Are we missing the point, let's not fill seats just for filling seats.

Phoenix football viewing party

Matt questions if PFA has partnered with the Alumni Association to attend viewing parties? KAR to meet with Jill to discuss, especially in areas where participation is low. Dave Bidwell suggests that we charge family members \$8 or \$10 per month and they continually get charged until they request to be removed. KAR and Rachel to discuss.



Parents & Family Association

Diane will discuss football viewing party and idea for the opening game in Phoenix, potential opportunity for parents to gather and tailgate. Concern is timing, and heat if game is early. What will attendance look like? Will we have a good turnout? 2nd idea to host viewing party for football or basketball at an offsite location? Way for parents to get together and network. KAR to follow up with Alumni to see if PFA could piggy back on the Alumni tailgate? Maybe an indoor location? We could cross promote this event with Alumni. Diane to pick a game, and KAR to talk to Jill Hall.

-Request for PFA Board Volunteers/Save the Dates (**refer to document**)

Summer Send Offs

Bonnie questions the cancelation of the Phoenix Summer Send off. KAR- this event was replaced with an Admissions event for incoming students. It was in April and was similar in size, Sandy John and Diane attended this event that was similar to the Phoenix Summer Send off. KAR explained that it was an expensive event, and we have tabled it. Diane felt it was well attended and a fun event. Sandy was asking if parents were interested in volunteering or attending events, and they were interested in participating regardless of where they reside. Receptive parents who were very interested. Bonnie questions AZ Experience, PFA tables at this event.

Family Weekend

Friday 10/14/16 have 1-2 board members staff the registration tent, ice cream social that afternoon, and BBQ traditionally hosted on Saturday is being moved to Friday evening. KAR encourages PFA board members to join us as guests and volunteers.

Saturday- Wilbur & Wilma playground

Sunday- Family Fun Run casual 3 loops around the mall

KAR encourages everyone to join in the fun!

UA USC game time to be announced about 1 week before the game. Single game tickets will go on sale in early August. Purchase tickets as soon as they go on sale. They are also the most expensive tickets. If PFA board is interested in sitting as a group, we can purchase group tickets. We will send an email out to confirm.

Summer Sendoffs/Wildcat Welcome Week

KAR invites all PFA board members to attend a summer send off. Denise and David are attending NY 7/22. Joel LA. San Diego and Orange County (once location is confirmed) KAR will check with Mickey. Michael to attend LA event. KAR to ask Teri and Howie if they will attend San Diego. If you are traveling during that time and want to attend, we invite you to do so.

Wildcat Welcome- KAR invites PFA board members to attend the conference in the relaxation room, proud parent social and Saturday, Bon Voyage Brunch- Joel to speak. Denise will attend all Wildcat Welcome events.



Parents & Family Association

- 2:40 pm Kathy Adams Riester -Annual Giving Update
Net = \$121,879 this a little above where we were last year, and we still have a few calls to make for the semester. We will have the final report coming out. Overall telephone outreach is good, \$108 the average donation which is up from \$103.
Budget Summary:
Not super happy how we are presenting it right now but we will be working on it this summer. There are some places that we may be double counting the money transfers. We will do a final overhaul of the money at the end of FY. We will also project what we are expecting for FY 16-17.
PFA is rolling out messaging that every parent/family member is automatically a member of PFA, we are starting to make adjustments to our marketing materials in both designs and language.
- 2:50 Kathy Adams Riester -Farewell to Serena
- Closing
Dave moves to adjourn the meeting.
Diane seconds
Yay- all, meeting adjourned 3:09pm

Upcoming Dates:

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| July 10, 2016 | Denver Summer Send Off |
| July 16, 2016 | Chicago Summer Send Off |
| July 17, 2016 | St. Louis, Washington DC, Seattle Summer Send Offs |
| July 22, 2016 | New York City, Albuquerque Summer Send Offs |
| July 23, 2016 | Los Angeles, Summer Send Off |
| July 24, 2016 | Las Vegas, Philadelphia, Northern CA, Portland Summer Send Offs |



Parents & Family Association

July 30, 2016	Kansas City, El Paso, Houston Summer Send Offs
July 31, 2016	San Diego Summer Send Off
August 6, 2016	Salt Lake City, Sacramento, Sierra Vista, Minneapolis Summer Send Offs
August 7, 2016	Boston Summer Send Off
TBA	Dallas FW, Orange County
August 19, 2016	Wildcat Family Conference (9am – 2pm) * Relaxation Room Proud Parent Social (7pm – 9pm)
August 20, 2016	Bon Voyage Brunch (10 – Noon)
<u>October 14-16</u>	<u>Family Weekend 2016</u>
October 13, 2016	PFA Fall Board Meeting
October 14, 2016	Wildcat Vendor Fair Family Conference Ice Cream Social Bear Down BBQ
October 15, 2016	Wilbur & Wilma Playground UA vs. USC
October 16, 2016	Family Fun Run