



**The University of Arizona
Parents & Family Association
Advisory Board Meeting**

David Bidwell, Chairman

Wednesday, September 13, 2017 12:00pm – 1:30pm
Zoom Video Conference, Education Bldg. Rm. 312

On Zoom: Dean Adelman, David Bidwell, Denise Ciccio, Diane Farrell, Michael Lew,
Rick Voth

On Call: Mickey Green

In Attendance: Mark Barton, Bonnie Klahr, Cathy Valencia

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

12:00 pm Welcome and Introductions: Kathy Adams Riester & David Bidwell

- Approval of May 9, 2017 Minutes
Motion: Dean Adelman
Second: Bonnie Klahr
- Approval of Rick Voth as returning Campaign Committee Board Member
Motion: Bonnie Klahr
Second: Michael Lew
Third: Denise Ciccio

12:15 pm Family Weekend Schedule and Overview: Annamarie Tellez

- Annamarie discussed the Family Weekend schedule of events which is as follows:

Thursday, October 12, 2017

- PFA Board Meeting: 8:30 am – 2:00 pm Student Union Ventana Room (4th floor)

Friday, October 13, 2017

- Family Weekend Conference 12:00 pm – 3:00 pm Student Union (Parent Panel 2:00-2:45pm)
- 4:00-5:00 pm Student Union Bookstore (downstairs) Meet and Greet with Dr. Robbins
- Bear Down BBQ 6:30 pm- 8:30pm UA Mall

Saturday, October 14, 2017

- Family Fun Zone- UA Mall Time: TBD

Sunday, October 15, 2017

- Family Fun Walk 8:00 am – 10:00 am UA Mall



- Registration is required for the Meet and Grant to capture number of guests.
- The PFA would like to have Board Members available at meet and greet and at the Bear Down BBQ.
- PFA Awards will now be presented at the Bear Down BBQ.
- Due to television scheduling, football game kickoff time is TBD and will be announced about one week prior.
- The PFA would like to have Board Members available at the registration tent, Wildcat Family Conference, Meet and Greet, and the Bear Down BBQ. An e-mail calling for volunteers will be sent out to the Board.

12:25 pm **Committee Reports**

Chair Report: David Bidwell

- Summer Send Offs were a success and now it is time for Family Weekend.
- The Start of the school year has been good on campus per student reports.

Legislative Affairs Liaison Report: Bonnie Klahr

- Mike Sistik, who used to be our legislative liaison has moved to a different position.
- Once the position is filled Legislative Affairs activities will begin again.

Student Recruitment & Retention Committee Report: Denise Ciccio

- The New York Summer Send Off was a nice event but had low attendance.
- Denise reached out to many of the Northeast freshmen to follow up with them after the SSO.
- The Ciccios are hosting a brunch event for East Coast families.

- Kathy: 24-25 Summer Send Offs were held around the country. The PFA had parent volunteers at 13 of them.
- Kathy and Mark were in Denver which had 40-50 people.
- President Robbins also attended 3 Summer Send Offs including Southern California where Michael Lew and Mickey Green were in attendance.

SALT Liaison: Dean Adelman

- Dean received an e-mail today from SALT Director Laurel Grigg Mason and will connect soon.
- A report will be provided during the Family Weekend Board meeting on 10/12/17.

1:00 pm **Director Report:** Kathy Adams Riester

Annual Giving Update

- Parent information will be provided to the Telephone Outreach Program (TOP) on Monday and calling will begin in October.
- Krista Voth will provide a formal update on calling during the October Board meeting.



- The TOP is hiring callers. Interested students should be referred to the PFA staff.

PFA Online Course Modules Update

- We have created informational modules on Desire2Learn, the UA course management platform. These modules are open source and available to all UA parents and families.
- Content development and publication will continue throughout the year.
- Interested parents and family members should paste this link into their internet browsers to sign up:
<https://docs.google.com/forms/d/e/1FAIpQLSeRYDkXCw03sohRbvfyUGvir623I6AFWdUwKlvM62y2Poe7g/viewform>

Summer Send Off/Welcome Event Feedback Report: Eric Davidson

- Eric reported to the Board the results of two surveys that were sent to incoming parents and families who attended either a Summer Send Off or at least one PFA Wildcat Welcome Event.
- The feedback received was positive overall, but a few recommendations for improvement will be considered:
 - Be clear about accurately describing the purpose, details, and logistics of each event in communications.
 - Examine the feasibility of a more formal event for early move-in families.
 - Re-evaluate objectives for the Bon Voyage Brunch. Is “goodbye” a more private experience for families?
- Dave: adding a “coffee chat” style concept to the beginning of fall semester may be a helpful way to connect more out-of-state parents because the Bon Voyage Brunch is more of a goodbye opportunity than a networking opportunity.
- Denise: Regional event opportunities may be worth exploring.

PFA Board Member Recruitment Update

- The Board currently has two position vacancies: the Oracle Board Liaison and the Campaign Committee Chairperson.
- Kathy is working to fill open positions on the Board. Two people are currently slated to start at the October meeting. She is also in conversation with former Oracle Board Liaison Matt Noble to fill that position.
- Board members are encouraged to get in touch with Kathy if they know anyone who may be a good addition to the Board.

PFA/Family Weekend Awards Update: Eric Davidson

- The *Parent/Family Member of the Year* and *Volunteer of the Year* nomination forms have been distributed across the campus community and are due on September 22. The award winners will be recognized at the Bear Down BBQ during Family Weekend.

1:15 pm BC Harley Scholarship Update: Annamarie Tellez



- This year the BC Harley Application was on the UA scholarship matching website Scholarship Universe which allowed us to receive more than 200 applications.
- With the help of PFA staff and Advisory Board members, applications were reviewed and two winners will receive scholarship awards and be recognized at Family Weekend.
- Scholarship monies were successfully distributed into the two students' accounts in August 2017.

1:25 pm Tentative 2017 Dates: Kathy Adams Riester

- Arizona Insider is a special recruitment event for high school seniors and in-state students. Mark Barton, Cathy Valencia and their students are joining for a parent & student panel at the event.
- The PFA Fall Board Meeting will be held the Thursday before Family Weekend on October 12, 2017.

1:30 pm Meeting Adjourned: David Bidwell

- David Bidwell calls for a motion to adjourn the meeting
Motion: Bonnie Klahr
Second: Cathy Valencia