



Parents & Family Association

The University of Arizona Parents & Family Association Advisory Board Meeting

Joel and Katherine Lewis, Chairpersons
Friday, September 23, 11:30 am – 1:00 pm
Zoom Conference Call

11:30 am Welcome and Introductions: Kathy Adams Riester

Approval of May Minutes Joel & Katherine Lewis
Joel: 1138am request for motion of approval
Bonnie: motion to approve
David: second
Joel: minutes approved

11:40 am Family Weekend Schedule and Overview: Annamarie Tellez

Discussion of Volunteer opportunities

The Fall Advisory Board meeting is scheduled for Thursday, October 13 at 8:30am in the Student Union Memorial Center (SUMC) Ventana room.

- 1:30pm tour of the Greek Heritage Park
- 2:00pm Family Weekend Ice Cream Social at the Scoop Creamery in SUMC. Kathy will hand out Volunteer of the Year award and Parent/Family Member of the Year Award. The PFA board will help with logistics of event

Annamarie: BBQ on Friday evening at 6:30pm @ AZ State Museum W. of Old Main, looking for PFA board to volunteer

Kathy: Dr. Hart scheduled to attend BBQ 6:45, Lewis Family, Courtney Olds, raffle

Annamarie: optional volunteer opportunities: check in and registration Friday @ 9:00am. Hosting Family Conference at 12pm in SUMC, 2pm last lecture. Friday @ 10am SALT center ribbon cutting

Kathy: Sandy secured invite to attend SALT ribbon cutting

Annamarie: will send link to RSVP. Friday evening Bear Down Friday @ 5pm. Saturday @ 11am playground on mall, FB vs. USC kickoff time TBD.

Kathy: volunteer link sent out early next week for different time slots

Denise: registration time?

Kathy: 9am-6pm

Diane: fun run?

Kathy: fun run is Sunday 7:30am, no volunteers need

Annamarie: Sunday morning on UA mall. Wilbur and Wilma there as well. 5k.

Kathy: registration goes to campus pantry. Kind bar donations, fruit, water. Questions?

11:50 am Committee Reports

Co-Chair Report: Joel & Katherine Lewis

- Wildcat Welcome brunch/conference was a great success. OC house a sendoff house?
- Kathy: need to follow up

Legislative Affairs Liaison: Bonnie Klahr

- Bonnie: breakout session at WW Fam. Conference and no one showed up. Next year it won't be done. Parents so involved with students not thinking about advocacy. PF day at Capitol Feb 7 or 15, 2017 hasn't been confirmed. Put on Calendars. Let legislature know families involved. Agenda TBD.



- Diane: Dates?
- Bonnie: 7 or 15 2017 Feb
- Joel: veterinary?
- Bonnie: secured, working on getting approved to build vet school. Money in hand, need to do paperwork

Campaign Committee: Natalie Morrison & Denise Ciccio

- Natalie not on phone
Student Recruitment & Retention Committee Teri & Howie Naftalin, Denise Ciccio
- Denise: touched base with freshman parents, one sad story that worked out really well, kids are doing well
- Kathy: talked with Reginald, close to filling all open recruiter positions, SoCal recruiters should be connecting with Joel. Reginald looking for a mid-Atlantic recruiter. Look for update for board meeting in October. Kasey may give recruiting update.

Oracle Board Liaison: Matt Noble

- Not here
- Kathy: Greek Heritage Park dedicated homecoming Oct 27 3:30-5pm. PFA board welcome to attend. Fundraising over halfway to goal, Greek members of UA community have naming opportunities

SALT Liaisons: Sandy & John Vasseur

- Not here
- Annamarie: Sandy inviting link to SALT video, will be e-mailed out after meeting to PFA board

12:20 pm Director Report Kathy Adams Riester

- February Board meeting dates
Kathy: set up dates for Feb board meeting. Schedule around UCLA & USC basketball games. USC Feb 23 and UCLA 25. Feb 24 board meeting last Friday in Feb. 25 Admissions is having African American college recruitment day, PFA board on parent panel. Lewis's and Denise
Bonnie: have the students at these events been accepted?
Kathy: prospective and admitted students
Bonnie: other cultural recruiting days?
Kathy: PFA staffs all special cultural recruitment days. Nov 5 Native American day, African American day Feb 25, Asian Pacific American day April 8, Oct 22 Hispanic/Latino Day, Oct 7 in-state student day
Denise: current students from those backgrounds? Suggest current students from those backgrounds who are juniors and seniors
Kathy: will check. Float 2/24 board date out to board membership. Kathy will check to get group tickets?
Joel: Group tickets at good price
Diane: tickets were limited
Kathy: will check to try to get tickets
Michael: call in because son has volleyball game
Kathy: hotel industry big time of year
Annamarie: group rate of \$169 per night for that weekend. Send reminder e-mail, send ALT back info
Joel: interested
Diane: interested
- Annual Giving update
Kathy: PFP has a new agreement w/ foundation: UA provides base funding to foundation to cover costs of TOP. Normally bill back rate based on calling hrs. 75k-80k/yr. Charge will no longer happen. Rachel and her team will conduct an annual wealth screen on incoming parents/family members to determine capacity for higher level giving. No increased institutional funding, but still +80k to bottom line.



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Joel: how long have we been paying that money?

Kathy: as long as can remember.

- Wildcat Family Pulse

Kathy: Wildcat Family Pulse. Quick surveys with questions with timely issues, not empirical research but quick snapshot. Run out of Melissa Vito's office, about to do family pulse. Launch first pulse the week after Family Weekend. Would love to have board be part of group and do some pre-testing. Send link and give demo data, PFA will send test questions. Look for e-mail and text message option. Short 5 questions.

Eric: content generated each week, sometimes thematic 1-2 minutes each

Kathy: data saved so when real program starts

Diane: input and not response back?

Kathy: how do we provide feedback? Run in E-Newsletter every month most interesting data. Board can dictate.

Eric: help inform communications and issues to discuss

- Deb Dale's report

Kathy: simple easy things to tackle: name change, verbiage to proud wildcat supporter rather than proud parent. New buttons have list of names of supporters. Annamarie and SevaPriya to AHEPPP for conference for PFP. Bring back examples and answer questions about how institutions involve family members. Rachel or Johanne, hopeful for attending PF fundraising conference. Fundraising: shifting fund development to Rachel and staff in fund dev. The TOP is already doing thank you letter generation. Kathy may do direct follow-up and will still be involved in messaging. Annamarie and Kathy still involved in sponsorships and leadership circle donors. Questions?

Joel: did Marshall return as a sponsor?

Kathy: yes, \$15,000 funding. Will steward next year.

Joel: Geico?

Annamarie: did not come back, because working with online and transfers

Kathy: Marriot came back. Still have some smaller sponsors.

Joel: switching from PFA to PFP?

Kathy: PFP is office, still have PFA is parent/family volunteers

Kathy: on hold with fundraising recommendations. Major gift campaign for incoming students families. Will be in discussions when student success district is here. Will build in student success components in library and BDG, Think Tank, etc. Still in design phase. Give PFA opportunity for naming. Fundraising committee separate from board on hold because of the foundation. Lifetime giving plan for families on hold.

Kathy: recruiting from a broad pool of student populations. How do we represent a large group of our family constituencies? Kathy will do some recruiting.

Kathy: biggest recommendation from report- Ambassador program would take a dedicated staff person to run. A lot of volunteer training and face time with volunteers. What other opportunities to engage parents with what we are doing? What opportunities can parents have both virtually and where they are located?

Eric: question about Ambassador program

Kathy: communication. Improve contact gathering via the website. Serve as hub to connect families. Who in SAEMAISS is communicating with parents? Create list on website to allow families to view all communications. Reach out to academic colleges to find additional family communications. Deb said PFP should manage data, but we feel we should provide opportunity. Ready to go by next spring. Working on theming communications to student life cycle. Discuss sophomore, junior, senior family interests. Need more feedback. Create family pulse.

Kathy: On hold: sending more videos. Looking for way to accomplish that. Student media looking to purchase video equipment, but right now not an option. Will make sure everything up on the website is



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caption. Joel's talks should be captioned. Discuss content for videos. Website: comprehensive parent handbook. In queue for next year in spring. Need more feedback on other website content. In line to have a refresh- missing info, look, design, etc. Test group marketing for website.

Kathy: events- WFC in August and at Family Weekend, involve more faculty and faculty fellows. Dr. Brian Carter will be giving our last lecture in Oct. Next year add more academic components to Family Weekend to showcase education.

Denise: when is he speaking?

Annamarie: 2-3pm Fri Oct 14th in SUMC.

Kathy: elevate programming, ensure networking activities. Proud Parent Social 80 people and lots of happy families. WWFC, BVB (200), SSO's. Coffee Chats: will still do them again this year and evaluate. Other options to do out in communities where families are?

Annamarie: Make sure events are affordable

Kathy: questions? Things that we need to talk about at October meeting? Specific areas of concern?

Joel: on the website- where it says minutes, 2012-2013 on website right now. Need to update.

Bonnie: met a parent with a transfer student, unaware of PFA. What do we do for transfer students?

Kathy: Magazine sent to freshman and transfer students. Just starting to work on it. Tabled at transfer student welcomes. Different experiences for transfer students. Would love to have transfer student parent/family on board!

Annamarie: more info for PFA on transfer website

Bonnie: lots of returning transfers are local.

Annamarie: more engaged in bridge program.

Joel: nephew goes to ASU, received letter from family association. Is this something that UA can explore?

Kathy: Kasey sends something. Kathy will discuss it with her.

Kathy: would ask to take time with Deb Dale report. Want more feedback on the report and leave discussions about it open.

12:50 pm 2017 Tentative Dates Kathy Adams Riester

- Coffee chat

Kathy: Feb the best month for coffee chats: one date and then similar time (b/w flexibility). Feb 18 is a Saturday. No home game for MBB until 5pm (away)

Not useful to do it on spring break due to the basketball tournament

There will be something in the magazine, look for hosts and locations.

Denise: everyone will have admittance letters at that time?

Eric: no, rolling app but will have large numbers

Kathy: work with admissions to bring prospective students.

Denise: way to get numbers and locations of admittances?

Kathy: database on family locations.

- Cats at the Capitol

Kathy: Feb 7 or 15

- February board meeting

Kathy: Feb 24

-Meet if on campus, set up around ABOR. On Agenda for October. May will be in last week before graduation. Will be call-in format, but if on campus can join.

Family Weekend: Diane, Denise, Michael (no meeting), Lee but not Andrew for meeting, Mickey, Naftalins not here, need to have quorum. Bonnie and Mark will be here.

Kathy: exciting news. ABOR president Ilene Klein released search committee for UA Pres. Dean Washington White will be on the search committee. Represent student viewpoint but also PFP. Can send list to PFA board. Student Body Pres, Student Regent, AD. Rally community members to participate.



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David: Pres stepping down?

Kathy: She decided not to seek contract extension. ABOR meeting to discuss terms of existing contract.

Bonnie: Hart will receive her contract for June 2017-2018 and go on sabbatical. We will have a new President by spring. Hart will have transition time and receive pay.

Kathy: this time next year, new president. PFA will still try to make connections. We will thank President Hart at BBQ of Family Weekend.

12:46pm

Joel: motion to adjourn

Bonnie: adjourn

Diane: second

Joel: adjourn



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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,



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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 Riestler 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 Riestler -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



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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.



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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.



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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:

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

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)

October 14-16 Family Weekend 2016

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



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The University of Arizona Parents & Family Association
Joel & Katherine Lewis, Chairpersons

FAMILY WEEKEND 2016 SCHEDULE OF EVENTS

Advisory Board Commitments

Thursday, October 13, 2016

8:30-11:45 am Advisory Board Meeting SUMC Ventana Room
Noon -12:30 pm PFA Board Lunch Meeting SUMC Ventana Room
12:30 pm – 1:30 pm Wrap Up Board Meeting
2:00 pm Tour Greek Park
4:00 pm PFP Ice Cream Social- greeters The Scoop SU
6:30 pm Bear Down BBQ Bash- greet/dispense raffle tickets AZ State Museum

Friday, October 14, 2016

Optional Volunteer Opportunities

9:00 am Check in/registration – greet/register participants Mall area
12:00 pm PFP Family Conference- assist with directions Student Union
2:00 pm PFP Family Conference Last Lecture- greeters SU Kiva Room SU

Optional Events:

Friday, October 14, 2016

10:00 am SALT Center Ribbon Cutting Ceremony SALT Building
5:00 – 7:00 pm Bear Down Friday University Blvd.

Optional Events:

Saturday, October 15, 2016

11:00 am Wilbur & Wilma's Playground UA Mall
Tentative U of A vs USC Arizona Stadium



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Dean of Students, Admissions, Development and Parent and Family Programs Feedback on Deb Dale's Recommendations

Over all Recommendation for proceeding (p. 4):

Completed:

- Create a cross-discipline work team to give advice on and hone the recommendations in this report. Recommendations reviewed by representatives from Admissions, New Student Services, Dean of Students Office and Development staff.

Research (p. 5):

Completed:

- Implementation Change name and rebrand program as Wildcat Family Programs/Association. Rebranded to Parent and Family Programs and Proud Wildcat Supporter.

In Progress:

- Regular review of industry trends and conference attendance to create 'ahead of the curve' programs and services. Attending AHEPPP Conference in November

Fundraising (p. 6):

Completed:

- Move fundraising responsibility to the Student Affairs Development Department. Parent and Family will still work closely with Development Staff on Telephone Outreach, Annual Giving, donor identification, and cultivation. Sponsorships and the Leadership Circle will stay with Parent and Family Programs.

On Hold:

- Focus on a Major Gift Campaign from incoming students' families.
- Create a fundraising committee, separate from the PFA Board, comprised of active members willing to contribute personally at higher levels and solicit other potential major donors.
- Create a 'Lifetime Giving Plan' for families.

Advisory Board Make Up (p. 8):

In Progress:

- Recruit Advisory Board Members from a broader pool of student populations.

PFA Ambassador Program (p. 8):

On Hold: More discussion is needed on family involvement opportunities

- Create a second tier Ambassador Program to reach more and more diverse Wildcat Families.
- Ask each Advisory Board Member to 'manage' communications with five ambassadors they are linked to geographically and/or by student demographic.
- Train Ambassadors to ensure they have information they need, and are NOT trying to disseminate staff-level information.



Communications (p. 9):

In Progress:

- Improve contact gathering via website and serve as hub for family contact information.
- Add a menu of campus-wide communications options for families on the PFA website. We will start with Student Affairs year one, then branch to academic units.
- Theme family communications across departments to the student cycle of life and make them more useful and visually appealing. Doing this, need more feedback.
- Create a Parent Pulse for instant two-way communications.

On Hold:

- Make funny, information rich videos to engage families. Looking for ways to accomplish this.

Not Moving Forward:

- Create a UA Senior Marketing Group. This group already exists on campus.

Website (p. 11):

In Progress:

- Create a comprehensive Parent Handbook available online and updated annually.

More Feedback Needed:

- Gather more information, including contact and preference for communication, on the PFA registration page. Checking on ability to adapt database.
- Streamline website so information is more easily accessible. Need more specific feedback for website redesign.

Events (p. 13):

In Progress:

- Elevate programming, taking advantage of on-campus experts and Faculty Fellows. Done for Wildcat Family Conference and Family Weekend.
- Ensure social opportunities for families to network. Hosted Proud Parent Social, Wildcat Family Conference, Bon Voyage Brunch, and Summer Send Offs and will do Coffee Chats in February 2017. Need more options that aren't campus based.
- Ensure many opportunities are free of charge to encourage the broadest participation.

On Hold:

- Use Ambassadors to extend PFP's reach.