The University of Arizona
Parents & Family Association
Advisory Board Meeting
Bill and Polly Morehouse, Chairpersons

Friday, October 18, 2013 8:30 am -2:00pm
Student Union Memorial Center Sabino Room

Present: Bill and Polly Morehouse, Jay Romanoff, Matt Noble, Bonnie Klahr, Diana Cannon, Lauren Wisniewski, Katherine and Joel Lewis, Dr. Andrew and Lee Comrie, Dan Pion, Janis Mysona, Natalie Morrison, Christine McNeal, Kendal Washington White, Earl Mendenhall, Kathy Adams Riester, Lee O’Rourke
Via phone: Rick Voth, Alan Stein

**Bill and Polly Morehouse:**
Welcome from Morehouses

- Natalie Moves to open meeting, Dan Seconds, Unanimous Vote: Approved
- Introduction of Board Members
- Approval of Consent Agenda: Joel Lewis moves to approve agenda, Janis Mysona seconds motion, Unanimous Vote: Motion Approved
- Approval of New Members: Dr. Andrew and Lee Comrie as Dean of Students At Large Appointees, Bonnie Klahr as Legislative Affairs Liaison, Rick Voth as At Large Appointee and Matt Noble as Oracle Board Liaison. Joel Lewis moves to approve all appointments, Dan Pion seconds motion, Unanimous Vote: Motion Approved

**Lauren Wisniewski, Assistant Director, Student Affairs Development**

**Kathy Adams Riester, Associate Dean and Director of Parent and Family Programs**

**Annual Giving**

- Good news is that giving is up through foundation outreach. Through 9/30/13 Total Received: $11,530 Total Cost: $4,980 Total Net: $6,550
- Haven’t called new freshmen yet, they will be in queue to call about 7000 new freshmen
- We have worked to clean up calling pool so strong prospects are called
- Numbers looking good for first quarter.
- Cost per call has increased due to contract between foundation and RuffaloCody. Adds about $8000 to our cost this year at $6.27/completed call.
- Board requests to have UA Foundation come to February meeting to discuss demographics of what make our successful calls and to learn more about follow up plan for pledges and how we collect. Questions: Are we sure pledges are actually pledges and not just a false promise. Do we call people who don’t fulfill pledges? Board feels we should be doing better than collecting 60% of pledges. Diana says there is a follow up call for uncollected pledges, most likely we do get charged for follow up call. Kathy will follow up after Board Meeting and send an update.
- Email does not provide big response, very low response rate, usually only get about one percent gift rate
- Board is concerned that our pledge collection rate is not higher.
• Calling schedule in packet

PFA Development Plan

• Work on creating a strong parent base to lead to better annual giving.
• Reviewed plan: 4 strategic goals listed in part II of Development Plan Outline
  o Increase board participation in fundraising, attendance at events to meet parents, get contact information and build relationships, 100% board giving, strong volunteer organization. ie. Morehouse referred Seattle friend with no UA affiliation who will be asset to us to help with Seattle/Washington programming. Suggest working with your local high schools to create UA connection with the counselors. Strategy to hit individual high schools smart strategy, friends encourage other friends to apply.
  o Board goal to each identify three names that Lauren can then cultivate, increase board ability to explain why it is good to give, etc.

Dr. Melissa Vito, Senior Vice President for Student Affairs & Enrollment Management, Vice Provost for Academic Initiatives & Student Success
Dr. Kasey Urquidez, Associate Vice President, Student Affairs, Dean of Admissions

Dr. Melissa Vito
PFA overview

• PFA Board important part of UA, administrators listen to parents, it is important what parents think of UA as parents influence where students will attend. Where do parents fit into the UA? PFA fits into Dean of Students Office because of Student Affairs aspects of safety and support; therefore student life area is best fit. Dan Pion asked about out of state tuition, what is conversation about how financial aid is disbursed? AZ does not have much of a state aid program, we are 48 in nation for aid support. UA has good array of donor scholarships. Institution reallocation of tuition is other main source for aid, besides donor for merit and need based aid. Reallocation is a straining issue. There are a lot of college/major specific scholarships through donors. UA ranked in top 20 “bang for your buck”.
• Development aspect of PFA, overtime campus and needs have changed and role of PFA has evolved. We have forward momentum, best year of Telephone Outreach Program dollars in several years. Pledge rates, average amounts and fulfillment is up. PFA grant program is a valuable component, however campus environment has changed. More grant money now available to student services thru Student Services Fee. There are grant programs for faculty and research that now meet the small grant requests. PFA concern that we don’t have much money to give out in grants, she suggests we take on bigger issues, ie. donor scholarships, academic support, a big project like we have done in the past... library or Campus Recreation.

Dr. Kasey Urquidez and Dr. Melissa Vito
U.A Updates

• Matching recruitment and retention goals to recruit to retain. Working to align with ABOR 2020 goals, UA on track and ahead on some goals. Increased in freshmen to sophomore retention to 81.6% this past year. 2020 goal 90%. Graduation rates measured in 6 year rates...on track for those 61% some leave and graduate from other schools. Quality of freshmen class has increased. Goal is to increase number of transfer students and continued non-resident enrollment. The challenge to increase quality of frosh class takes baby steps to increase students accepted with higher scores.
• Dr. Hart 100% engagement program, students engaged and have quality real life experience.
• UA has very high research rankings top 20 public institutions in country.
• Working to increase academic preparedness of incoming students, UA doesn't want to be too exclusive yet be as strong with student quality as our research side. UA has strong recruitment program. Critical values: vets, diversity, quality students.

• Over 40,000 total enrollment.

**UA Student Snapshot**

• First to second year retention...overall 81.5% from 77.2% in 2011.

• Informed through research and data how we do our business. UA has is going through several studies to make sure we are on track and where we need to improve.

• Important data for prospective UA parents. They ask about faculty, career opportunities, is UA good return on investment, strength of academic major, predict cost over time, financial aid and scholarships, academic reputation and university rankings, safety. Where do students get college info? guidance counselors, friends referrals, family, admissions counselors, current students.

• Parent roles in college decision making: most parents highly involved.

• Where do students go who are admitted to UA and another location? ASU, Colorado University, Oregon.

• New on-line initiatives in student affairs and enrollment management great for military, Maricopa County and incoming students to recruit students back with this program.

• Dr. Vito now oversees all online enrollment and UA south.

• Areas discussed: Wildcat promise and beyond. UABridge for prospective transfer students. International recruitment on the move. High school counselor advisory boards. Mapworks is early intervention for current frosh about 4000 students...to be sure UA is providing information they need. Increased marketing and web presence. Additional recruitment/yield/enrollment programs nationwide. Working to personalize recruitment.

• Recruit to graduate! check out youtube commencement light show

• Board asks what are stats for students after graduation? UA does a survey for grads to find out satisfaction and employment rates. Alumni office does something too.

**Committee Break-Out Sessions**

• Campaign committee met in Sabino Room, Student Recruitment and Retention met in Picacho Room

**Committee Reports**

• Reports made after lunch. Quick update on golf and El Tour Team.

Closing Comments then Joel Lewis moved to close meeting, Janis Mysona seconds motion, Unanimous Vote: Motion Approved

**Upcoming Dates:**

El Tour de Tucson November 23, 2013

February Board Meeting TBA