



Parents & Family Association

The University of Arizona
Parents & Family Association
Advisory Board Meeting
Joel and Katherine Lewis, Chairpersons
Friday, February 12, 9:00 am – 2:00 pm
El Portal Saguaro Room

9:17 Meeting called to order-Joel Lewis, Introductions

In attendance: Joel Katherine Lewis(Board Co-Chairs), Mark Barton, Denise Ciccio, David Bidwell, Sandy Vasseur, Mickey Green, Diane Farrell, Natalie Morrison, Rick Voth, Teri and Howie Naftalin, Lee Comrie, Matt Noble, Michael Lew, Bill and Polly Morehouse, Bonnie Klahr

Staff: Rachel Rivera (Director of Development), Johanne Ives (Assistant Director of Development), Deb Dale (Smith & Dale), Kendal Washington White (Assistant Vice President Student Affairs and Enrollment Management, Dean of Students), SevaPriya Barrier (Senior Associate Dean), Annamarie Tellez (Coordinator PFP), Kathy Adams Riester (Associate Dean, Director PFP), Serena Valle (Graduate Student PFP)

Lunch- Melissa Vito (Sr VP Student Affairs & Enrollment Mgmt, Senior VP, Senior Vice Provost Academic Initiatives-Student Success), Reginald Miles (Associate Director, National Recruitment), Dr. Melissa Finch

- Approval of Joel and Katherine Lewis as Honorary Board Chair Co-Chair Status- David Bidwell motions to make Joel and Katherine honorary board members, Rick Voth seconds- all approved.
- Approval of October minutes-Mickey motioned Sandy seconded approved.
- Approval of New Members- Bonnie motions to approve Michael, Kristen Lew, and Denise Ciccio, Mickey seconds approved.

Kendal Washington White- introduction of Deb Dale

Deb Dale (Smith & Dale) Consultant- Will provide an overview of the PFA program, review the process of how she be leading for Parent and Family Programs and the Parent and Family Association. The Student Affairs Enrollment Management Academic Initiatives and Student Success development team will take on a larger portion of the development work for Parent and Family Programs and the Parent and Family Association. This will free PFP staff time and board time allowing for more of a focus on inclusion of all UA families, increasing diversity of volunteers and families participating and developing committees and board leadership. Deb emphasized thinking in a new way: Bigger, broader, better. How to best do that? What does that look like? Who does it well already? 100% Engagement with all family members (grandparents through siblings).

- Keeping families engaged past freshman year throughout students' careers
- Engaging 10% internationally and distance campuses- PFA board members working on



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recruitment and retention

- Deb will interview 8-10 UA staff members, 4-5 current and past PFA members, if you have any ideas, please email Deb.

Kathy and Rachel- Overview of PFA Fund Development Changes

Kathy- Rachel's team is taking over fundraising aspect. Let PFA work on programming and outreach allowing development to focus on fundraising. This will allow PFA to focus on increasing goals of recruitment, retention, inclusion and diversity of volunteers.

Bill-will PFA board still have the ability to decide the allocation of funds into different areas?

Kathy feels that PFA will still have the ability to decide on fund allocation if this is important to PFA board. Family weekend will now be overseen by PFP- allowing for greater opportunity to have increased involvement and PFA board. Students will still have programming ideas and involvement etc.

Bonnie- questions if PFA will still be involved with money spending and budget. Rachel describes that PFA has TOPs program which is consistent, and potentially the golf tournament. PFA has control of our own budget. Fundraising from Development is prospect management to help identify potential or future donors.

Group 1

Automatic membership to every student that matriculates in the system. \$100 limiting, go bigger.

Have board members more involved in different programming. ie: communications, events, legislative events etc. Board members to welcome new families to UA when accepted/enrolled.

Increase our assessments on other areas- groups, clubs organizations to see what the family needs are?

Communication needs to be elevated address bigger issues including the good, bad, ugly.

More out of state events, ie: first football game in Phoenix, with a large event for family members. Create more events for parents, 5k, tennis tournament, club fair, career services. Follow the UA Alumni Ambassadors model. More spring involvement (Family Weekend)

Roles of PFA Board members should increase, each member in charge of

Communication- would like to see a weekly question prompting families to ask a question to their student. ie: what are students eating, did they do laundry this week? What did they see at the club fair?

Events- Spring Family weekend, coordinate FSP with family weekend, First Generation event, Clubs



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Social Media- Can we highlight different family members on social media to engage family members and see who is out there in the community, maybe you live near a family who was highlighted on social media?

Group 2

Increase membership- automatic membership. Increase impact by tailoring services, show our value to parents. Create different pipeline, personal touch points, individual calls, listening to parent concerns and data base.

Collaborate with UA Alumni Association events, re-visit family weekend in the spring, tied to spring fling. Advertise to perspective students who are trying to decide if they want to attend the UA, last push of UA.

Develop a way to increase navigation, quickly personally effectively. Parent Portal- family receives a packet with a check list and information.

Group 3

Growing membership- everyone should be a member somehow, maybe at orientation. Try to make to process of signing up one of many things to do. Drive it to being more automatic, as a membership. Change price points, having different levels so they receive different packages

Family members feel like you are moving from PTA in high school to a higher level in college. Catch them at orientation, family members are hyped up they want to be a part of the group.

Group 4

Membership- automatic to every person, with a welcome letter to every parent. Can we be a part of the marketing and include PFA materials with the t-shirt, along with a check list for parents.

Available to all family members of a student, re-establish discount cards for families, coupon book for Family Weekend. Dorms have a meet and greet, PFA volunteer ambassadors at move in- make sure there is a volunteer at every dorm welcoming family members.

Family members are able to purchase tickets to buy for a bbq or something inclusive.

Continue with golf but tie into other events, collaborate with FSP to market family members

Group 5

Mission statement- communication, involvement, philanthropy. Suggestion to have a 2 day PFA board retreat to review possibly re-write the mission.

Suggest using- "PFA volunteer Ambassador Members" who focuses on freshman/sophomore families and another ambassador to be a sound board to junior/ senior 5-6 year students.



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Ambassadors located throughout the country

Newsletter- how many people read it?

How do we capture a PFA presence with new family members who are part of the early move in.

Increase participation in PFA family weekend, suggestion to create a handbook on the website for family members to ask questions. (Frequently asked questions).

Bursar office liaison.

Mentors during programming events identifying volunteers for events with a large tag or t-shirt

Suggestion for PFA volunteer Presence at graduation- volunteer ambassadors to recognize and thank families for their hard work assisting their student to achieve their goals.

Finance committee-volunteers track PFA finances

International committee

First generation volunteer mentors to help guide family members, or host events for them.

Volunteer PFA members "Extended family members"- how can we improve upon welcoming grandparents, siblings, spouses etc. The definition of "family" is so diverse, how to we re-imagine this.

Melissa Vito

Due to delay in mail system out of Phoenix, UA is creating some new and innovative ways to communicate with students instead of snail mail.

Online courses are strong, and students can receive a full degree in business online. Vin Del Casino hosting first ever Pac 12 digital conference. National prominence, to share ideas in higher education.

UA only area that has embedded enrollment parallel with UA not integrated. Increase retention, another option for students to be successful.

New- Office of Engagement in student union- grand opening last week. Student will receive notation on transcript acknowledging engagement on campus. Combine leadership, engagement and career. How do we collaborate all areas. Focus on corporate engagement, new director of corp. relations in Phoenix, will help develop Phoenix corporations.

Local- looking at UA downtown to better serve students. Office of student engagement downtown.

Focus on student retention, there is a gap between non-resident and resident students. Pilots in Eller and social and behavioral sciences- assist in outreach with students at risk. Trying to identify the gap – think tank and res life are great resources.



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Think Tank- Bear Down Success District. How to we improve the area on campus to better utilize the library space, and combine the think tank area. Working with staff, architects for Bear Down Success District. Return Bear Down to an updated gym so students are academically, financially and emotionally fit. Connect the Library with Bear Down and utilize outdoor area (all connected). Cutting edge health, wellness, academic support and reinvigorated library.

Melissa to have a rendering at next meeting.

Kathy suggested that PFA board review the renderings and consider fundraising efforts directed towards the new facility.

Search Committee for Student Union Director and Res Life Director

Dr. Melissa Finch -task force to re-envision the honors college- requesting feedback from PFA to see how to better improve this area.

Director Updates:

Sandy- SALT Center updates, director \$60,000 on par from last year. Up to 78% retention, Building will be ready in August, we can tour in October up 19% in admissions and

Bonnie- Advocacy letter sent out to support ABOR strategic plan forwarded to president of senate and house. 2/3 Parent and Family day at the capitol. Met with director Sabrina Vasquez at UA Relations. Met with Senator Dr. Begay, pro education –Steve Pierce from Prescott had some great advice and suggestions.

Requested \$8 million for vet school and \$32 million for UA- they only want to allocate \$8 million to all 3 schools. UA wants to get out of state health care system it would be cheaper and allow for better benefits.

Matt Noble- Fraternities and Sororities- increased numbers in Greek life 12-14% in sororities= 300-350+ fraternities in the 140+ range. Greek Heritage Park ground breaking in the fall with founding dates listed. This started with the \$1 million gift from Geraldo Rivera to benefit the entire community. Every chapter has a career fair each month- each chapter will host to allow students access to career services. Job opportunity and internships

Can we get metrics for retention in ROTC program?- Howie Naftalin would like to see metrics, what do the retention rates look like?

Rick Voht- Campaign Committee- golf will proceed until told otherwise. Same location- Reid Park, would like to integrate new families.

Coffee Chat- San Diego had a smaller turnout but can we brainstorm ideas to increase attendance. Can we look at hosting during a time when there is most increased recruitment happening. We also need family volunteers.



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Director updates- TOP calls have increased dollars for now, this is just a snapshot, if you need further details please ask.

Family weekend date changes -10/14-10/16 proposed meeting for the Thursday before 10/13. football tickets, limited tickets this year. Please let Kathy know if you are interested in sitting together.

Reginald Miles- introduction shared the new staff, and invited all PFA board members to participate in Wildcat Days- will send exact dates via email.

What is the timing of the new PFA process reorg? – 6-8 weeks

Board meeting around May 10-12

Rick motions to adjourn meeting, Bonnie seconds meeting closed 1:58 PM.