

**Parents Association  
Parents Advisory Council Meeting  
March 28<sup>th</sup>, 2015**

**Welcome:** Blair Jensen welcomed everyone and called the meeting to order at 1:10 p.m.

**Present:**

Cindy Wilkins, Lynda Weeks, Robert and Patti Hinton, Joe Higginson, Glen Mowbray, Tonya Hanson, and Blair Jensen.

**Absent:**

Marla Carter, Bob Wilkins, Barbara Higginson, George and Connie Morgan, and Colette Crown.

**Guests:**

Vice President for Student Affairs, Howard Bailey joined the group for a short while, interacted with members of the Council, and provided brief administrative updates.

**Minutes:** Tonya Hanson made the motion to approve the minutes from the October 18<sup>th</sup>, 2014 meeting and the March 19<sup>th</sup>, 2015 conference call, which was seconded by Dr. Joe Higginson. The motion passed.

**Financial Report:** Current balance = \$8,269.58. This is the balance after \$5,000 is kept in reserve. Dr. Joe Higginson expressed concern regarding the low balance. Blair Jensen reassured the group by reminding them that this is the first year for the new membership structure; she shared that she fully expects to sell new memberships during up-coming ATP new student orientation days. She also reminded the group that no additional Funding Proposals were received, and that no more would be accepted and processed this year. Tonya Hanson made the motion to approve the financial report presented to the association. Motion was seconded by Dr. Joe Higginson. The motion carried.

**Staff Reports:**

**Becky Tinker (c/o Blair Jensen)-Center for Career and Professional Development**

An unexpected death in the family prevented Becky from attending the Council meeting; however, she did provide Blair with a paper update which she distributed to members of the Council (see attached). While reviewing the handout, Dr. Joe Higginson shared a recent interaction with a WKU graduate interviewing for a position in his office. He expressed concern regarding the graduate's preparedness and communication skills; the graduate responded to a text message during her interview. In response, Robert Hinton suggested a one-hour credit class be offered to graduating students preparing to enter the job market. Blair Jensen shared information with the Council regarding the Executive Apprentice program offered by the Center for Career and Professional Development. The program is a nine month career and professionalism bootcamp for up to 20 students. Blair Jensen also talked with the Council about the Center for Career and Professional Development's extension of services to regional campuses and goal of serving 10,000 walk-ins.

### **Brian Kuster (c/o Blair Jensen)-Housing and Residence Life**

Brian Kuster was unable to attend the Council meeting; however, Blair Jensen was able to provide members of the Council with a paper update (see attached) as well. The handout provided updates regarding housing occupancy, facilities and summer construction projects, the Student Life Foundation, student conduct, staffing (student and professional), academic initiatives, and up-coming programs. While discussing some of the student conduct issues occurring on campus, Dr. Higginson posed a question regarding citations for marijuana possession on campus and sanctioning of students found responsible for violating the campus Drug and Alcohol Policy. Vice President Bailey responded, informing the Council of the challenges enforcing the policies and what sanctions are applied when student are found responsible.

### **Old Business:**

#### **Membership Updates-Blair Jensen**

Blair Jensen navigated to the Parent and Family Programs website and showed the Council the updates made to the Membership Levels page, addition of the “Make a Gift” button to every page on the site, updates made to the Council Business page, and additions to the Publications page. She also talked with the Council about the addition of the “View/Update Parent Information” link to the online M.A.S.T.E.R. Plan registration process, which will hopefully result in the collection of more and accurate parent information. Blair also solicited feedback regarding the use of the Parents Association listserve. The Council suggested the listserve only be used to communicate “vital information” (i.e. residence hall closings, power outages affecting residential students, emergency alerts, tuition deadlines, etc.). The Council suggested all “fun” updates be shared via the Association’s social media accounts. Some time was spent discussing the need for and value of extending the Emergency Text Alert system to include parent cellphone numbers as well as students’. Blair shared she would continue to advocate for the service to be extended to parents and family members of WKU students. Blair shared recent issues of the Parent and Family programs e-newsletter and discussed Parents Association marketing strategies with Council members. Suggested strategies included participation in the fall Open Houses, building Parents Association membership into student fees/bill, and being prepared to sell memberships at M.A.S.T.E.R. Plan Registration and during Parent and Family Weekend.

#### **Parents Advisory Council-Blair Jensen**

Blair talked with members of the Council regarding marketing strategies for the Parents Advisory Council. She shared that in addition to following up with parents and family members who attend her ATP session, she has been distributing on average 100 applications per ATP. She also talked about asking President Ransdell to send a letter to parent and family members of incoming students with a propensity to give, encouraging them to apply to serve on the Council. Dr. Joe Higginson expressed interest in the Council addressing more parent issues (i.e. parents’ concern regarding the time it takes a student to graduate and graduation rates). Additionally, he expressed concern regarding how funds from the Parents Fund are awarded, wishing more departments were represented, information about how the funds were used and the funded program’s impact provided, and establishing stricter criteria for proposals. Lastly, interest in creating a mode for collecting parent concerns (i.e. a suggestion box) was expressed.

**Parents Council Endowment-Blair Jensen**

Blair presented a draft of the Endowment Guidelines and the Endowment informational paragraph. Members of the Council asked that a line addressing the principal gift “giver” (from the Marks family) be added in the paragraph. Mr. Robert Hinton asked that the Endowment be added to the annual “Phon-a-thon.” Blair talked with the Council regarding the launching of a brick campaign to raise money for the Endowment; the Council supported the idea.

**New Business:****ATP Sign-Ups-Blair Jensen**

Blair passed around a sign-up sheet to assist with the remaining ATPs. Members of the Council asked that the dates be e-mailed to them so that they could confer with their family calendars and work schedules.

**April Meeting? –Blair Jensen**

The Council decided that unless there was pressing business, that an April meeting would not take place. That this meeting would serve as the last for the 2014-2015 academic year.

**M.A.S.T.E.R. Plan Registration-Blair Jensen**

Blair asked the Council to present ideas for engaging new parents and family members at the Parents Association table during M.A.S.T.E.R. Plan registration in August. The Council just asked that all of the new membership materials be ready to go and that the online membership purchasing site be live. Both of these requests have already been filled.

**Parent and Family Weekend-Blair Jensen**

Blair shared the dates for the 2015 Parent and Family Weekend, and shared a few ideas for events she hopes to add to the weekend schedule.

**Closing Remarks:** Co-Chair Cindy Wilkins expressed gratitude to other members of the Council, thanking them for their service and dedication to the Parents Advisory Council. Several member of the Council will be rotating off due to their students graduating this May.

**Dismissal:** The Council was dismissed at 3:01pm.