

WKU Parents Association Parents Advisory Council Meeting March 4th, 2017

Welcome: Blair Jensen welcomed everyone and the meeting was called to order at 1:04pm

Present: Brenda Conrad, Lynda Crossan, April Harris, Daniel Meyer, Kitty Merkley, Tammy Reid, Melissa Watson, Brian Kuster, Quiana Jenkins, Anthony McAdoo, and Blair Jensen.

Absent: Stephanie Crockett, Jeff and Kelly Harper, and Myra Meyer

Minutes: Daniel moved to approve the minutes from the December 3rd, 2016 meeting, seconded by Kitty Merkley. The motion carried.

Financial Report: *Current balance = \$16,145.03.* \$5,000 is kept in reserve which leaves \$11,145.03. Daniel Meyer moved to approve the financial report. Motion was seconded by Lynda Crossan. The motion carried.

Staff Reports: Becky Tinker, Associate Director, Center for Career and Professional Development (CCPD), provided the Parents Advisory Council with a programming and services update. She encouraged PAC members in attendance to discuss post-graduation expectations with their students and direct graduating students to the CCPD. Staff members from the CCPD have been cold calling graduating students inquiring about how the CCPD can help them achieve their post-graduation goals and sending them follow-up e-mails. Ms. Tinker shared attendance numbers at recent job fairs. The Gordon Ford College of Business job fair saw 238 students and 40+ employers, while the STEM (Science, Technology, Engineering, and Math) job fair saw 150 students and 30+ employers. The CCPD attempted to host a College of Health and Human Services job fair in addition to the Nursing job fair, but it was less successful. She indicated the CCPD would be attempting a different strategy for engaging this group of students next year. Ms. Tinker informed the PAC that the CCPD would be hosting the institution's first Liberal Arts job fair on March 22nd and an Athletics job fair later in the spring semester. Lastly, Ms. Tinker reported that TopJobs, the CCPD's online job portal, has recently changed to Topper Career Link. Students can view internship, part-time, and full-time employment opportunities on the Topper Career Link. Ms. Tinker shared that the CCPD is exploring a mentorship program that would engage WKU alumni and current students looking for job shadowing, internship, or employment opportunities.

Brian Kuster, Vice President of Student Affairs, provided the Parents Advisory Council with an institutional update. Mr. Kuster shared that Dr. Tim Caboni, a WKU graduate, has been selected as WKU's tenth President, scheduled to begin his post July 1st. He also provided a general construction update: a new parking structure (PS #3) is being constructed in the Creason Lot, scheduled to open in September; a new building, currently under construction, will be added to the Ogden Campus, scheduled to open in spring 2018; a new hotel-style residence hall, Hilltopper Hall, is being constructed in the Valley, scheduled to open fall 2018; and the connector project at Northeast and Southwest Halls, currently underway, would be complete fall

2017. Mr. Kuster also shared that the institution will be signing a 20-year contract with a dining services vendor in the coming weeks, which would allow for the renovation of Garrett Conference Center (slated to close May 2018 and open August 2019) and the addition of dining options to the north side of campus. Mr. Kuster reported that a search for a new University Police Chief is currently underway; a focus on a community policing approach has been stressed. 5th Week Assessment results were made available to students this week. Mr. Kuster encouraged PAC members to touch base with their students and direct them to campus resources including the Academic Advising and Retention Center. Mr. Kuster addressed expected increases in tuition, housing, and dining rates, 3%, 2%, and 3.5%, respectively. Mr. Kuster informed the Council of WKU's Learn and Earn program which provides students with the opportunity to work part-time (20 hours per week, 15 weeks a semester) at a local business or company, gain work experience, and build their professional networks. At the completion of the semester, if the student has produced satisfactory work, they are awarded a scholarship (25-50% of tuition for the semester). Mr. Kuster stressed the Learn and Earn program as a financial resource for students struggling to pay their university bills. Mr. Kuster shared the dates for Parent and Family Weekend 2017, September 22nd-23rd, and the date for WKU's Homecoming 2017, October 14th.

New Business-Funding Proposals:

1. Student Activities: Black Men of Western/Black Women of Western, presented by Randall P. Bogard

Mr. Bogard presented a proposal requesting \$5,000 to fund programmatic interventions planned, marketed, and implemented by the Black Men of Western and Black Women of Western organizations, aimed at increasing the retention and graduation rates of underrepresented minority students at Western Kentucky University. Primarily the funds would be used to cover costs associated with an alternative break trip consisting of leadership development, community service, and networking opportunities with other students, as well as educational workshops hosted over the course of the academic year, marketing and branding of the organizations, and recognition programs for organization members. Mr. Bogard stressed the impact of underrepresented minority organizations on minority student success, especially during the first academic year. He stated that peer-to-peer interaction is key, and that current WKU students can help new students navigate a new environment, and foster a sense of belonging in- and out-of-the-classroom. The Black Men of Western and Black Women of Western organizations would strive to encourage self-accountability among members and work to articulate the benefits, expectations, and values of Higher Education to students participating in the organizations. Currently, the organizations have secured \$540 through fundraisers and organizational aid (Student Government Association).

2. African Student Union, presented by Ted Theuri and Itunu Francis

Mr. Theuri and Ms. Francis, two undergraduate students serving on the African Student Union Executive Board, presented a proposal requesting \$600 to off-set costs associated with their annual African Night program, scheduled to take place on Saturday, April 15th, 6-7pm, in the Downing Student Union Auditorium. This year's event will feature a Fashion Show; current students (African and non-African) will model African clothing styles. The purpose of the Fashion Show is to showcase African attire and celebrate the richness and diversity of the African continent. Mr. Theuri and Ms. Francis shared a video from last year's African Night event to give the Council a better idea of what would take place during the Fashion

Show, and presented a formalized budget (see below). Mr. Theuri and Ms. Francis shared that 100+ students, faculty, and staff attended last year's event and that they were hoping to grow that number for this year's event. They plan to market the event by personally inviting other organizations to attend and by promoting the event on social media. Currently, the African Student Union has 25-30 members; each member is required to pay a \$10 fee per semester to be in the organization.

Venue	\$25.00
Host	\$100.00
Clothing & Accessories	\$100.00
Entertainment (DJ & African Dancers)	\$200.00
Tickets	\$200.00
Miscellaneous	\$100.00
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Budget Total	\$825.00

3. Student Veterans Alliance, presented by Ilana Blunt

Ms. Blunt, Student Veterans Alliance (SVA) Treasurer, presented a proposal requesting \$1000.00 to off-set costs associated with the organization's end of the year awards banquet. Ms. Blunt shared some of the challenges veteran students experience when transitioning back to civilian life and enrolling at a traditional four-year institution like WKU. The Student Veterans Alliance aims to support veteran students via peer-to-peer counseling, providing events and opportunities to engage with other veteran students who can relate to their experiences, and interventions to help them adjust to college student life. At the end of every year, the SVA hosts a recognition event. During this event, scholarships are awarded to valued members of the Alliance. Considerations for scholarship winners include need and veteran status. The scholarships are not typically awarded to supporters or military dependents. SVA did not host this event last year, but Ms. Blunt expects 50 members to attend this year's event (an estimated 2,000 veterans attend WKU). The Alliance does require members to pay an initial \$30 lifetime membership fee; some of those funds, in addition to funds raised during "take back" nights will go toward the end of the year event. The Alliance currently has \$860 in their account, with \$300 being allocated to the end of the year event.

Venue (off-campus)	\$100.00
Food (BBQ catering)	\$250
Awards	\$150
Scholarships	\$500
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Budget Total	\$1000.00

At this time, the PAC members engaged in discussion regarding the Funding Proposal submissions and presentations. After much discussion, the PAC decided to award the proposals as listed below.

Organization	Funds Requested	Funds Awarded	Notes
Student Activities: Black Men of Western/Black Women of Western	\$5,000	Up to \$500 contingent on the provision of a detailed (line item) budget	More detailed information and budget breakdown needed. Not enough information about how the funds would be used.
African Student Union	\$600	\$600	To off-set costs associated with African Night Fashion Show event.
Student Veterans Alliance	\$1,000	\$1,000	Up to an additional \$1000 earmarked for the SVA, contingent on the provision of a detailed marketing plan for the organization, to be implemented fall 2017.
Totals	\$6,600	\$2,100	

Old Business: Blair Jensen spoke briefly with the Council members regarding the current state of the Association and plans for reviewing and revising the membership structure. Much of the discussion centered on the purpose and branding of the Association. Ms. Watson questioned why the Association wasn't doing more for parents and suggested spending more of the Association funds (funded by membership dues) on parents—helping them navigate their students' transition to college, providing resources, and engaging them in outreach/social events. A suggestion was made to attach Parents Association brochures to letters to students. Dr. McAdoo, Executive Director of the Alumni Association, stressed the importance of providing a “service/value added” to members—what does a Parents Association member experience look like?

New Business: The PAC discussed their presence at the up-coming Topper Orientation Programs. Mrs. Jensen encouraged PAC members to sign up to assist at the Parent and Family Programs table during the Information Fairs. Additionally, the April meeting date and time were discussed and tentatively set for Saturday, April 15th.

Closing Remarks: The meeting was brought to a close and adjourned at 4:20pm.