

**WKU Parents Association**  
**Parents Advisory Council Meeting**  
**April 22<sup>nd</sup>, 2017**

**Welcome:** Blair Jensen welcomed everyone and the meeting was called to order at 10:10am.

**Present:** Brenda Conrad, Stephanie Crockett, Lynda Crossan, April Harris, Daniel and Myra Meyer, Kitty Merkley, Melissa Watson, Brian Kuster, Mike Reagle, Quiana Jenkins, and Blair Jensen.

**Absent:** Jeff and Kelly Harper, and Tammy Reid

**Minutes:** Melissa Watson moved to approve the minutes from the March 4<sup>th</sup>, 2017 meeting, seconded by Lynda Crossan. The motion carried.

**Financial Report:** *Current balance = \$14,555.03.* \$5,000 is kept in reserve which leaves \$9,555.03 in funds available for allocation. Daniel Meyer moved to approve the financial report. Motion was seconded by Lynda Crossan. The motion carried.

**Staff Reports:** Dr. Mike Reagle, Assistant Vice President for Student Affairs and Director of Housing and Dining, provided the Parents Advisory Council with a brief update. Dr. Reagle shared that the department of Housing and Residence Life is currently interviewing and selecting professional staff members to join the in-hall staff team for the 2017-2018 academic year. Additionally, he shared that the department is undergoing some organizational changes, more specifically structural changes affecting supervisory reporting lines. He informed the PAC that he has spent considerable time reviewing current policies and procedures to ensure that they are in-line with departmental philosophies. As an example, Dr. Reagle shared changes made to the Required Housing Policy; all full-time freshmen and sophomore students are required to live on-campus. He explained that students found in non-compliance with that Required Housing Policy, without approved exemptions, have always been assessed a non-compliance fee (\$1,000 per semester). But that, effective immediately, students found in non-compliance with the Required Housing Policy, without approved exemptions would be assessed the full Housing rate (\$2,180 per semester). He offered rationale stating that we (HRL) believe in the value of on the on-campus residential living experience, and know the effect living on-campus has on student persistence and graduation rates. Why would we offer students the opportunity to “buy out” of an essential and valuable experience? PAC members questioned Dr. Reagle about pushback from students and expected impact on Housing numbers. Dr. Reagle shared that he was expecting some pushback from students, but that current students would be grandfathered in. He also shared he expected to see more upperclassmen students on-campus this fall. Lastly, Dr. Reagle provided a construction update. He shared that Hilltopper Hall is on-schedule to open in fall 2018. PAC members asked if it would cost students more to live in Hilltopper Hall. He shared that yes, the Housing rate for Hilltopper Hall would be higher than the other halls, but that the cost of construction would not be spread across other buildings.

Brian Kuster, Vice President of Student Affairs, provided the Parents Advisory Council with additional updates. He shared that once construction is completed on Hilltopper Hall, Barnes Campbell and Bemis Lawrence Halls will be demolished, and that construction on a new “L” shaped building near Bates Runner Hall, creating a center courtyard between the two buildings, will begin. He shared that most likely, McCormack Hall would be “gutted” and then renovated and that Pearce Ford Tower would move to private rooms. He stated that Housing’s focus would remain on freshmen and sophomore students and changes to facilities would help increase student retention. Mr. Kuster shared the webcam web address and encouraged PAC members to check the website often for real-time construction updates on Housing projects. PAC members posed questions regarding air quality testing in the residence halls. Mr. Kuster responded by stating that if/when concerns regarding air quality in the residence halls arise, testing is administered and the results compared against baseline as well as outdoor air quality results. He stated Housing takes air quality very seriously and follows up on every report of mold, etc. in the residence halls.

Mr. Kuster also addressed the PAC regarding the recently-passed Student Government Association resolution advocating for free tuition for underrepresented students at WKU. Mr. Kuster reinforced that success for all students remains the university’s primary goal and that the university willingly allocates resources to programs and services that serve all students at WKU, including underrepresented students. He further clarified that WKU will not be offering free tuition to underrepresented students. Mr. Kuster shared information about a new pilot program designed to engage underrepresented students during their first two years on-campus, the ISEC Scholar Academy. He shared that the program will strive to engage parents and family members of these students as well. Mr. Kuster reminded the PAC that the Garrett Conference Center would be closing next summer for renovation; that Dr. Caboni will start his term as President of Western Kentucky University on July 1<sup>st</sup>; and that Commencement activities would take place Friday and Saturday, May 12<sup>th</sup> and 13<sup>th</sup>.

### **New Business-Funding Proposals:**

1. M.A.S.T.E.R. Plan Farewell Dinner, presented by Quiana Jenkins  
Ms. Jenkins presented a proposal requesting \$4,000 to off-set costs associated with a Student/Parent Farewell Dinner on Sunday, August 20<sup>th</sup>, M.A.S.T.E.R. Plan move-in day. This year marks M.A.S.T.E.R. Plan’s 25<sup>th</sup> anniversary; the Student/Parent Farewell Dinner would be a new addition to the M.A.S.T.E.R. Plan schedule and would serve as the “separation point” for new students and parents. During the event, new students and their parents and family members would have the opportunity to document their move-in day experience at a photo booth, parents and family members would have the opportunity to write an encouraging note to be delivered to their students during the fifth week of the semester, and enjoy a cookout style meal as a family before parting ways with their students. University administrators as well as members of the PAC and WKU Alumni Association staff would be invited to attend and engage with the new parents as well.

The “Traditional Tailgating” package includes hamburgers, hot dogs, bratwurst, buns, condiments, coleslaw, chips, chocolate chip cookies, Big Red brownies, and iced tea and water, at a cost of \$13.99 per person ( $\$13.99 \times 1000 = \$13,999$ ). M.A.S.T.E.R. Plan will contribute \$11,000 toward the Farewell Dinner. The requested \$4,000 would recover the

remaining cost to host the event for 1,000 new students, parents, and family members. Students, parents, and family members will be required to RSVP to attend the event; the event would be limited to the first 1,000 students, parents, and family members.

Ms. Jenkins closed by sharing that 2,300 students are expected to attend M.A.S.T.E.R. Plan 2017, and that this event would provide the Parents Association with an exclusive opportunity to engage new parents and family members of WKU students.

2. WKU Student Wellness Program, “WellU,” presented by Lauren Tuttle  
Ms. Tuttle presented a proposal requesting \$1,000 to fund two (2) \$500 scholarships as incentives for students participating in the WellU, student wellness program. Students who participate in the WellU student wellness program, earn points by attending and/or actively participating in various health events and programs taking place on-campus. The program is designed to promote healthy lifestyle behaviors among WKU students, behaviors known to contribute to student success. Examples of health events and programs include attending Healthy Days, WKU’s Student Health Fair, giving blood during campus blood drives, and participating in intramural sports. Once a student earns five (5) points, they become a Level I winner and receive a stainless steel tumbler. Once a student earns 10 points, they become a Level II winner and can choose from a list of prizes, including scholarships. The two (2) \$500 scholarships funded by the Parents Association would be listed as Level II prizes. Level II winners select prizes on a first-come, first-served basis. A leaderboard on the WellU website allows students to see where they stand in the WellU student participant rankings.

Ms. Tuttle shared that the WellU program has successfully recruited two additional sponsors, the Graves Gilbert Clinic and WKU’s Student Government Association. She also shared that WellU has recently partnered with the Community Farmer’s Market and Barren River Health Department.

Currently, 4,000 students are enrolled in the WellU program, and over 84% are active participants in the program. Ms. Tuttle shared that WellU is a very unique program.

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.

<b>Organization</b>	<b>Funds Requested</b>	<b>Funds Awarded</b>	<b>Notes</b>
M.A.S.T.E.R. Plan Farewell Dinner	\$4,000	Tabled until funds for the 2017-2018 academic year are allocated to the Parent and Family Programs operational budget.	This event will be funded as an outreach event for the Parents Association. First: Kitty Second: Stephanie
WKU’s Student Wellness Program, WellU	\$1,000	\$1,000	To fund two (2) \$500 scholarships as Level II prizes.

			First: Lynda Second: Brenda
<b>Totals</b>	<b>\$5,000</b>	<b>\$1,000</b>	

**Old Business:** At 12:06pm, Blair Jensen engaged the Council members in a thoughtful discussion regarding the future of the Parents Association (see PowerPoint presentation). Ms. Jensen shared the mission of Parent and Family Programs, to engage parents and family members of WKU students as partners in ensuring student success, and talked about the role of the Parents Association in helping achieve that mission. She stated that she didn't think the mission of Parent and Family Programs, or the Association's role in achieving it, was being debated, but that perhaps, how the mission was being achieved was. The group then discussed possible membership structures, providing a "member experience" to paying members, and the marketing and promotion of the Association. Ms. Jenkins then led the Council members in a discussion of outreach opportunities for the Association. Lastly, the group discussed next steps, deciding first to focus on creating "value added" by Association membership and then on determining membership dues.

Ms. Jensen made another plea for assistance during up-coming Topper Orientation Program Information Fairs. Several PAC members agreed to assist.

**New Business:** The PAC discussed meeting dates for the up-coming 2017-2018 academic year. The Council agreed the next meeting would be hosted on Saturday, October 7<sup>th</sup>. The Council members indicated they were open to a summer conference call and asked Ms. Jensen if she would take a look at where current Association members live.

**Closing Remarks:** The meeting was brought to a close and adjourned at 2:11pm.