

WKU Parents Association Parents Advisory Council Meeting December 3rd, 2016

Welcome: Blair welcomed everyone and the meeting was called to order at 10:06am.

Present: Stephanie Crockett, Lynda Crossan, April Harris, Daniel and Myra Meyer, Kitty Merkley, Tammy Reid, Quiana Jenkins, and Blair Jensen.

Absent: Jeff and Kelly Harper

Minutes: Daniel made the motion to approve the minutes from the April 9th meeting, seconded by Kitty Merkley. The motion carried.

Financial Report: *Current balance = \$19,454.12.* \$5,000 is kept in reserve and there is \$179.09 pending expense which leaves \$14,275.03. Daniel Meyer made the motion to approve the financial report presented to the association. Motion was seconded by Kitty Merkley. The motion carried.

New Business-Funding Proposals:

1. Black Men of Western/Black Women of Western, presented by Lydia Bullock and Justavian Tillman
Ms. Bullock and Mr. Tillman 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. Ms. Bullock and Mr. Tillman shared that Black Men at Western and Black Women of Western, previously known as Minority Women of Western, had been re-branded this semester in an effort to increase student involvement in these organizations. Additionally, Ms. Bullock and Mr. Tillman shared that both organizations had requested funds via the WKU Sisterhood Grant, but had not been awarded the grant. A recent fundraiser, WKU Faculty and Staff vs. Students Basketball Game, had resulted in the organizations raising \$70 to be shared between the organizations.
2. Hilltopper Parent Ambassadors, presented by Quiana Jenkins
Ms. Jenkins presented a proposal requesting \$1,000 to fund four \$250 scholarships to compensate four Hilltopper Parent Ambassadors (HPAs) for the 2017 calendar year. Ms. Jenkins stated that the HPAs would be responsible for assisting in the planning, marketing, and implementation of Parent and Family Programs outreach events (i.e. hosting the Parents Association table during TOPs and Open Houses) and Parent and Family Weekend activities (i.e. Family Movie on the Lawn). The HPAs would serve as official ambassadors of the Parents Association to students, faculty, staff, administrators, and constituents. Additionally, the HPAs would assist in branding for the Association, blogging, and increasing the

Association's social media presence. Ms. Jenkins shared that the \$250 scholarships would serve as compensation for the HPAs for the whole 2016 calendar year and would hopefully ensure high quality applicants for the position. Ms. Jenkins shared the position description and qualifications, including a 2.5 G.P.A., with members of the Council.

3. Textbooks for Troops, presented by Tonya Archey

Ms. Archey, Military Student Services Director, presented a proposal requesting \$6,000 to fund the purchases of textbooks for the Textbooks for Troops program. Ms. Archey shared that currently 2,539 military students attend WKU, and that about 400 of them are eligible to participate in the Textbooks for Troops program (meaning they do not receive a book scholarship or stipend). This past semester, 208 students benefitted from participation in the Textbooks for Troops program; \$6,928.21 was spent on textbook purchases, averaging \$33 per student. Currently, WKU hosts the largest population of military students of any four-year higher education institution in the state of Kentucky. The requested \$6,000 would allow Military Student Services to purchase more books to grow the Textbooks for Troops library.

4. S.T.R.I.P.E.S. Student Official Club, presented by Casey Anderson

Mr. Casey Anderson, Graduate Assistant with Intramural Recreational Sports, presented a proposal requesting \$1,000 to off-set costs associated with hosting the 15th Annual Battle of the Bluegrass Regional Flag Football Tournament, which was hosted November 18th-20th, 2016. Specifically, the funds would be used to subsidize the cost for WKU team registrations (50% discount), provide accommodations and hospitality to the tournament volunteers, as well as send WKU student officials to the National Flag Football Championship Tournament at the University of West Florida. Each year the Battle of the Bluegrass Regional Flag Football Tournament brings over 300 students, staff, and spectators to Bowling Green and WKU. Additionally, undergraduate student officials and staff members, and Graduate Assistants like Casey, who assist in the execution of the tournament benefit from the opportunity to network with professionals from other institutions.

5. Western Leaders-SROW, presented by Kalyn Johnson

Ms. Kayln Johnson, undergraduate student and Western Leaders Advisory Board Logistics Co-Chair, presented a proposal requesting \$1,000 to off-set the registration, travel, and lodging costs associated with the Western Leaders Advisory Board's participation in the Southern Regional Orientation Workshop (SROW), March 10th-12th at Georgia Southern University in Statesboro, GA. Ms. Johnson shared that nine WKU students, serving in various capacities on the Western Leaders Advisory Board, are planning to attend the workshop. Over 60 institutions from the region will be attending SROW. Attending the workshop would provide our students with the opportunity to network with student leaders from other institutions, present program sessions (Ms. Johnson shared that over 40 students attended her program presentation during last year's conference), and learn about programs and events they can bring back to campus and implement during M.A.S.T.E.R. Plan week. Finally, Ms. Johnson shared that the cost per student to attend the conference is \$295; the \$1,000 award would reduce that cost to \$183. In addition to requesting funds from the PAC, the Western Leaders Advisory Board is also hosting a fundraising dance and participating in take-back nights with local restaurants.

6. **Amazing Tones of Joy**, presented by Jackie Pillow
Ms. Jackie Pillow, Amazing Tones of Joy adviser, presented a proposal requesting \$2,000 to off-set travel and musician costs (accompanying drummer and keyboardist) associated with the Amazing Tones of Joy's participation in the National College Choir Competition to be held in Louisville, KY. Ms. Pillow shared that the Amazing Tones of Joy gospel choir was established in 1971 and will be celebrating 46 years this April. Ms. Pillow shared that the Amazing Tones of Joy competed in last year's competition and placed fourth out of eight choirs. She stated that she plans to bring 20 students to compete in this year's competition. Lastly, Ms. Pillow shared that lodging would be provided by another group; so, the \$2,000 does not include a request for funds to off-set lodging costs.
7. **WellU Student Wellness Program**, presented by Casey Cahill
Ms. Casey Cahill, Graduate Assistant with Intramural Recreational Sports, presented a proposal requesting \$2,000 to fund four, \$500 scholarships to be awarded to students participating in the WellU Student Wellness program. Ms. Cahill explained that students are encouraged to register to participate in the WellU Student Wellness program, designed to promote healthy lifestyle behaviors among WKU students that contribute to student success. Since its inception in 2008-2009, the program has grown from 589 participants to 6,800 participants in 2015-2016. Student participants earn points for participating in a variety of programs and events on-campus; once they've attended 15 events, they become eligible to win Level 2 prizes which would include the four, \$500 scholarships. WellU currently offers more than 130 events per semester; students who win Level 2 prizes in the fall semester are not eligible to win Level 2 prizes in the spring semester. Additionally, for every five events a student participant attends, his name gets placed in a drawing for a \$500 scholarship.

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 also shared results from the CCPD's Satisfaction Survey (see handout). The CCPD recently installed an iPad across from the office's front desk intended to capture students' responses to questions designed to assess their satisfaction with their experience at the CCPD. The survey results were outlined in the handout Ms. Tinker provided. Additionally, Ms. Tinker shared that 1,665 students had visited the center during the fall semester, and that 2,042 students were engaged via class presentations and programs. Finally, Ms. Tinker shared that the CCPD engages students in "brain-based career coaching," which encourages students to independently develop action steps for developing resumes and cover letters and take responsibility for their career development. Ms. Tinker encouraged the PAC members to encourage their students to visit the CCPD and take advantage of their services.

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 on the next page.

Organization	Funds Requested	Funds Awarded	Notes
Black Men of Western/Black Women of Western	\$5,000	Proposal tabled	More detailed information and budget breakdown needed. Not enough information about how the funds would be used.
Hilltopper Parent Ambassadors	\$1,000 (4x\$250 scholarships)	\$1,000 (2x\$500 scholarships)	To fund scholarships for two students, \$250 each semester.
Textbooks for Troops	\$6,000	\$1,000	Would like to see marketing materials distributed for textbook donations.
S.T.R.I.P.E.S./Battle of the Bluegrass Regional Flag Football Tournament	\$1,000	\$500	
Western Leaders-SROW	\$1,000	\$1,000	
Amazing Tones of Joy	\$2,000	\$500	
WellU Student Wellness Program	\$2,000 (4x\$500 scholarships)	\$1,000 (2x\$500 scholarships)	Would like to encourage WellU staff to consider sponsorships with off-campus gear shops.
Totals	\$18,000	\$5,000	

After discussion regarding the Funding Proposals concluded, very little time remained to discuss Old Business and remaining New Business.

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. Council member Lynda Crossan suggested renaming the membership “dues” as a strategy for engaging more parents and selling more memberships.

New Business: Limited time resulted in the Council only discussing potential spring meeting dates. The Council agreed to an early February meeting. Council member Tammy Reid shared she would be willing to participate in a conference call to build upon momentum regarding the restructuring of membership levels and renaming of membership “dues.”

Closing Remarks: Next meeting date, time, and location to be determined, most likely in early February. The meeting was brought to a close and adjourned at 1:46pm.