

**Parents' Association
Parents' Advisory Council Meeting
October 18, 2014**

Welcome: Bob Wilkins welcomed everyone and called the meeting to order at 1:10 p.m.

Present:

Bob and Cindy Wilkins, Marla Carter, Robert and Patti Hinton, Tonya Hanson, Lynda Weeks, Blair Jensen and Brian Kuster.

Absent:

Joe and Barbara Higginson, George and Connie Morgan, Glen and Colette Crown

Guests:

Becky Tinker

Minutes: Tonya Hanson made the motion to approve the minutes from the, meeting, seconded by Cindy Wilkins. The motion carried.

Financial Report: Current balance = 15,980.16. This is the balance after \$5,000 is kept in reserve. Robert Hinson made the motion to approve the financial report presented to the association. Motion was seconded by Tonya Hanson. The motion carried.

Staff Reports:

Becky Tinker-Center for Career and Professional Development

New office is in DSU.

Becky updated the group on the goal of the center which is to have 10,000 students to walk thru. 3 job fairs coming up. There are many job opportunities.

New initiatives:

- Project Early Start- students with academic issues. 80 participants lead by a graduate student.
- Student success coaching- students that have completed 75% after the 3rd and 4th year but it appears they are not graduating at the 5 year mark. 5 student success coaches.
- New program-students who have transitioned out of the foster care system. Trying to give them a home. Undergraduate intern who is leading the program is a foster care child.

Brian Kuster-Director of Student Life and Housing

Update on residence life: several years ago WKU sold residence halls, space and surrounding land to a foundation that allowed the building of new space to be agile. There are renovated areas or brand new areas like the new apartments in Kentucky Street. We know that students prefer one or no roommate.

UK just opened up new suites for apprx. \$3000 compared to WKU which is \$2200 per semester. Goal is to keep students on campus "we know they do better".

Old Business:

Blair- Parent Association List Serve

1800 parents are part of the list serve. Emails from Blair shared with group. She hopes to send weekly emails. Due to the “reply all” problem with the first email Blair now has a technical solution in place where that problem will not happen again. Second email was divided up into sections.

- Student Concerns
- Nudge Alerts
- Parents Association List serve settings updated
- Family Weekend
- PAC accepting applications
- Family of the Year nominations

E-Newsletter- hired 3rd party to design and send out. Blair will draft the content.

Website- updated website WKU Parent and Family Programs. Now the links are available for parents to sign up to be members. “Complete my member profile”

We need to be aware of the Parents Fund does not suffer. Phone-a-thon and mailings discussed concerning contributions.

Suggestions for website:

- Reorder the bronze, silver, gold. Highest level first
- Need early December communication for donations
- Need “donation button” in every avenue

Suggestions for pamphlet were also made and due to cost we will wait to make the changes when we order pamphlets again. We have many to give away.

Member Gifts-

Bronze level- upon joining families get parent pride pack with card, towel, and decal

Silver level- cooler tote for tailgating and parent pride pack

Gold level- WKU afghan and parent pride pack

New Business:

Proposals-

1. WellU-Alissa Arnold

Been around for 6 years- it has grown immensely. (4500 students participating this year) Ask them to get involved in 5 events in which they get T Shirts and after 15 events they have a chance to get scholarships which range from \$150 to \$1000. Every semester there are between 100 -120 events. Seeking \$5000 to fund scholarships and/or fund the wellness fairs.

Discussion: Last year we gave them \$2000. Marla made a motion to give \$2000.

Cindy seconded and all were in favor. The motioned passed. Lynda volunteered to help advise on cost savings.

2. WKU Military Student Services – Joshua Smith (Textbook for Troops coordinator)

Textbook for troops is the largest scholarship of its kind in the nation. It’s a lending library. There are 1900 military and dependents on campus. \$25,000 dollars alone was spent on books; helped over 160 students. WKU ranked #1 in KY and #7 in the nation for colleges’ best for Veterans. Seeking \$5000 to fund Textbooks for Troops

program. The book is in rotation so 55 books bought with the money would help more than 225 students. Marla to motion to give the \$5000 and Tonya seconded the motion. All agreed. The motion passed. Brian has agreed to talk with Advancement Services to talk about ways to possibly make the program more efficient. This amount is all that will be allotted for the school year 2014-2015.

3. WKU STRIPES Club-Josh Pullens and Cybbi Barton

Student Trained Referees In Power Every Second. They are seeking \$1000 to host a tournament. Bring in 30 teams, 30 officials and volunteers to help with the tournament. This does promote WKU. Funding will allow for a discounted rate for WKU teams.(3 or more). This money will help for lunch for the volunteers. Patti motioned to give \$1000, and Cindy seconded the motion. All agreed. The motion passed.

Up-Coming programs-

- a. First Parent and Family weekend is Oct 24th and 25th. First time WKU has had 2 Parent Family weekends. Lynda and Cindy to address the parents. Sign-ups sent around for the table that we can man to greet parents and hand out the gifts based on their donations.

Endowment-

It was established in 2007 with an original gift of \$17,170. Now it has \$21,072.34. It was originally started to partially fund the Family of the Year student scholarships. You are only allowed to give 4% of the endowment so if we gave a gift it would be \$850. We have to figure out how we will use the fund and how we will ask for donations

First task- What do we use for the endowment for? Cindy would like to continue to give it to the Family of the Year student. Traditionally it has been an upper classmen. A suggestion/idea would be to give a scholarship to a freshman, sophomore, junior and senior.

Another suggestion would be to move money every year from the PAC fund to this Endowment. Bob would like to make a gift now to the Endowment. Bob moved that we take \$2000 from the PAC fund to the Parent Association Endowment Fund. Lynda seconded the motion. All agreed and the motion carried.

Blair will check with Amy to see if there was a scholarship for the Family of the Year student and who funded that in the past.

Idea for an Endowment fundraiser: Possibly have an area out in the Keown Plaza for a brick campaign. EX: We would sell Bricks with our student's name.

Closing Remarks: Great meeting. Thank you Blair! Bob states meeting adjourned. Tonya seconded. All agreed.