

**Parents Association
Parents Advisory Council Meeting
November 14th, 2015**

Welcome: Blair Jensen welcomed everyone and called the meeting to order at 1:06 p.m.

Present:

Jeff Harper, Kitty Merkley, Myra Meyer, LaShea Whitaker, and Blair Jensen.

Absent:

Marla Carter, Colette Crown, Kelly Harper, Barb Higginson, Joe Higginson, Daniel Meyer, and Glen Mowbray.

Guests:

Brian Kuster, Executive Director, Housing and Residence Life

Becky Tinker, Associate Director, Center for Career and Professional Development

Minutes: Jeff Harper made the motion to approve the minutes from the March 28th, 2015 meeting, which was seconded by Kitty Merkley. The motion passed.

Financial Report: The current balance of Parents Fund (WKU Foundation account) is \$14,894.12. This is the balance after \$5,000 is kept in reserve. \$4,000 allocated for fall Funding Requests. The current balance of the Parent and Family Programs operational budget (Banner Index account) is \$8,162.72. Kitty Merkley made the motion to approve the financial report presented to the association. Motion was seconded by Jeff Harper. The motion carried.

Staff Reports:

Becky Tinker-Center for Career and Professional Development

Becky stated the mission of the Center for Career and Professional Development is to ensure that students graduate with a diploma in one hand and an opportunity for their future in the other. The Center aims to help students define that “opportunity,” and explore post-graduation options consistent with their personal and career goals. Becky distributed a handout with infographics, and shared that the job market is changing. The average number of days graduates took to secure their positions is down 12 days from the previous year’s average. She also shared the average salary earned by WKU graduates in their positions. Becky talked about the different services provided by the Center for Career and Professional Development, including resume review, mock interviews, and major/career exploration, and highlighted the Center’s Executive Apprentice program, a nine month career and professionalism bootcamp for up to 20 students. She shared that the Center will be rolling out the Executive Apprentice program campus wide next year. Becky talked briefly about the “In 200 days, I will...” program the Center hosted in the DSU first floor lobby, and expressed concern for students who have no idea what they want to do, or will be doing, once they graduate. She posed the following question to PAC members in attendance: What does it take to motivate today’s college student to care about life after college? Kitty suggested working with Greek Life to engage students in conversations about their future. PAC members in attendance agreed to e-mail Becky with additional suggestions. Becky closed

her presentation stating that the Center has something to offer all students, freshmen through graduate students, and encouraged PAC members in attendance to refer their students to the Center.

Brian Kuster-Housing and Residence Life

Brian spoke briefly with PAC members in attendance about the Semester-at-Sea program, then moved on to discuss the reorganization of the department of Housing and Residence Life. He shared that the department is currently seeking four new central office staff members, and that the reorganization will result in a re-distribution of job responsibilities, freeing up more of Blair's time to devote to the development of the Parents Association and expansion of services to parents and family members. He encouraged PAC members in attendance to share suggestions for engaging more parents and family members and providing feedback about information or resources that would help parents and family members better assist their students. Brian also shared that the department has been working with Brailsford and Dunlavey, a consulting program management firm, to draft a ten-year Master Plan for new construction and program development. He briefly addressed the Thanksgiving and Winter Break closedown procedures for residence halls, and talked about the spring assignment process. He shared that around 1,500 students graduate each fall, resulting in a loss of about 300 residential students; at least half of those empty beds will be filled with new and transfer students enrolling at WKU in the spring.

Blair Jensen-Parent and Family Programs

Blair Jensen provided Institutional Updates regarding the President's Five Year Goals, new scholarship guidelines, smoking policy, and fall 2015 enrollment.

New Business:

Due to time constraints, the Council moved ahead to New Business, temporarily postponing Old Business updates.

Funding Requests

African Students Union

The African Students Union requested \$1,200 to off-set costs associated with their African Night program, scheduled to take place Saturday, November 21st, from 4-7pm in the DSU Auditorium. The program, to be hosted by African comedian Ebaby Kobby, will feature step performances, a fashion show, song and dance performances, and African food. The program aims to educate domestic students about African culture while celebrating its traditions. In addition to the performances, tri-fold poster boards with information about Africa will be on display for students in attendance to read. Presenter Henry Nottinson, President of ASU, shared that the organization has received funding from the Office of International Programs, College of Education and Behavioral Sciences, Navitas, and a local doctor, to off-set the costs of the \$5,500 program, and fundraised over \$200 themselves. The \$1,200 would help cover the last few expenses. Students from local high schools and other Kentucky institutions have been invited to attend the event.

Discussion regarding ASU's funding request centered on the potential impact of the program (500 students and community members are expected to attend) and the work of the ASU members to plan, market, and implement the program. The ASU has never requested funds from

the PAC before. Kitty Merkley made the motion to award the ASU \$1,200 to off-set the costs of the African Night program. Motion was seconded by Myra Meyer. The motion passed.

Black Leadership and Academic Conference (B.L.A.C.)

B.L.A.C. requested \$5,000 to help off-set the cost of sending 10 students (five men and five women, already selected via application process) to the Southwestern Black Student Leadership Conference in College Station, Texas this coming January, and fund WKU's Black Leadership and Academic Conference, scheduled to take place in Fall 2016. 10% of the \$5,000 (\$500) would be allocated to help cover the cost of the conference trip while the remaining 90% would be allocated to help fund the B.L.A.C. (i.e. keynote speakers, travel, hotel, food, venue, gifts for presenters, marketing and registration, and social activities). The purpose of the B.L.A.C. is to increase the retention rate of African American students by engaging them in leadership and academic skill building workshops. The date of the Fall 2016 conference has not yet been determined; the anticipated cost to student participants is \$25-\$75. Once established, B.L.A.C. would be open to all African American students in the state and surrounding southeastern region. Presenters Asia Larkin, Kaleiah Brown, and Josclynn Brandon shared that they have already secured \$5,000 to cover the cost of the \$6,000 conference trip to Texas via sponsorships from Housing and Residence Life, Student Activities, the Office of Institutional Diversity and Inclusion, and division of Student Affairs, and fundraisers (bake sales).

Discussion regarding B.L.A.C.'s funding request centered on the immediate need regarding the conference trip to Texas, and the future need regarding the fall 2016 conference. It was suggested the PAC consider these two requests separately. Jeff Harper made a motion to award the B.L.A.C. \$1,000 to help off-set the cost of the conference trip, and invite the B.L.A.C. to present a new funding request for the fall 2016 conference once the conference schedule and budget has taken more shape. LaShea seconded the motion. Motion passed.

WKU Student Wellness Program-WellU

Presenters were unable to attend the meeting. Blair Jensen presented the funding request to PAC members in attendance. She also shared past funding of this initiative.

Jeff Harper made a motion to table the funding request until the next meeting, when a WellU staff member could present the request in person. Myra Meyer seconded the motion. Motion passed.

S.T.R.I.P.E.S. (Student Officials Club)

S.T.R.I.P.E.S. requested \$1,000 in support of the 14th Annual Battle of the Bluegrass Regional Flag Football Tournament scheduled to take place Friday, November 20th through Sunday, November 22nd on WKU's Bowling Green campus. The Regional Flag Football Tournament provides undergraduate student officials with an opportunity to network with professional staff members in Intramural Recreational Sports at institutions across the region. Many of the student officials go on to pursue graduate degrees in recreational sports at these institutions. The funds would help subsidize the student officials' pay (\$35 per game) as well as support the Tournament's Best Official's trip to the national tournament. S.T.R.I.P.E.S. had already secured \$500 from the Student Government Association to help fund the \$10,000 tournament. Half of the tournament budget would be provided by the registration fees of the 20 expected teams (\$250 per

team, total \$5,000). Over 80 volunteers will serve in some capacity (as first responders, field monitors, etc.) during the tournament. Over 300 students and staff members are expected to travel to Bowling Green and compete in the tournament.

Discussion regarding S.T.R.I.P.E.S.'s funding request centered on the impact of the tournament on the campus and surrounding community. Many local businesses, retail stores, and hotels would benefit from the tournament taking place on WKU's Bowling Green campus. Hundreds of students would be exposed to WKU; some of whom may consider applying to WKU for graduate school. Kitty Merkley made a motion to award S.T.R.I.P.E.S. \$1,000. Myra Meyer seconded the motion. Motion passed.

Executive Committee-Open Officer Positions

Blair Jensen shared that the PAC currently has three vacant Executive Committee positions: Chair (Co-Chair), Secretary, and Treasurer. She encouraged those in attendance, although new to the Council, to consider serving in these positions.

2015-2016 Meeting Dates

Blair Jensen presented possible February and April meetings dates. LaShea Whitaker indicated she would not be available to attend a meeting on February 13th or 20th; similarly, Jeff Harper indicated he would not be available to attend a meeting on February 13th. It was suggested that the April meeting take place on the 9th.

Old Business:

Association Membership

Blair Jensen shared that during M.A.S.T.E.R. Plan Registration on Sunday, August 16th, several families joined the Parents Association, resulting in the taking in of over \$2,300 in membership dues. She also shared that a total of 35 families are Bronze, Silver, or Gold members of the Association currently. Blair shared that she'll be working with Advancement Services on a Phon-a-thon to solicit donations for the Parents Fund.

Blair presented the PAC members in attendance with the number of parents and family members (20) who participated in the WKU Brewery Tour during Parent and Family Weekend. She also shared that the Family of the Year award had been presented to the Rhea family of Louisville, KY, during the Parent and Family Weekend football game, and that the nominating student received a \$750 scholarship toward his spring 2016 tuition. Other nominated families were recognized during the weekend's Welcome Program. 2,425 Parent and Family Weekend football tickets and 864 "Festival on the Green" (President's cookout) meal tickets were sold.

Closing Remarks: Blair Jensen thanked all those PAC members in attendance for their time, energy, and service. She indicated she would be contacting the absent members and inquiring about their spring availability.

Dismissal: The Council was dismissed at 4:10pm.