



**The University of Arizona Parents & Family Association
Advisory Board Meeting
Minutes**

**Friday February 16, 2007
9AM – 12Noon – Regent's Room
7th Floor Administration Building**

Co-Chairs: Ellen and Lionel Kier

Present:

Henry Boice
Steven & Randy Fenton
Lionel & Ellen Kier
Earl & Claire Mendenhall
Albert & Jacque Siqueiros
Eileen Starace
Graham & Kathleen Tubbs
Mia Martori (via conference call)

UA Staff

Keith Humphrey
Carol Thompson
Diane Jensen (Recorder)

The meeting was called to order at 9:01am

Approval of October 19th & 20th meeting minutes

Lionel Kier noted a correction (Marc and Patty Dash were left off the attendance list for October 19). **A motion was made by Henry Boice, seconded by Albert Siqueiros and carried unanimously to approve the minutes as corrected.**

Election of New Board Members

Ruben and Alma Vejar are parents of a freshman student and UA alumni in law school. **Lionel Kier moved to approve Ruben and Alma Vejar as at-large appointees to the Board. Second by Earl Mendenhall. Approved and passed unanimously.**

Update from Director

Keith Humphrey gave a detailed briefing on activities since the last Board meeting. A copy of his detailed report is included as Attachment 1.

Keith distributed an updated budget – reflecting expenditures through Feb 7th (Attachment 2). He expects aggressive spending between now and May with orientations of new students and parents coming in but we will stay on our approved budget and are currently anticipating a surplus.

Lionel asked Budget Committee Chair Henry Boice for his assessment of our current budget status. Henry reported that we are where we should be. Keith mentioned that some of the expenses made while moving the membership program forward were housed in this line item.

Committee Reports

Budget, Henry Boice – Chair

Henry stated that the budget seems to be in line – will be getting together with Keith to put together the budget for the next fiscal year. **Earl Mendenhall moved to accept Henry's report and Graham seconded the motion. Motion unanimously approved.**

Public Affairs, Graham Tubbs – Chair

Graham addressed the issue of the “Pride Night” event in Phoenix. Graham passed around to the Board members a summary of his reflections on the event (included as Attachment 3). Graham stated that if someone asked him if he would want to continue this event the way it is going now or scrap it – he would scrap it. Keith thinks some changes are already in the works and we will continue to work on this and work on advocacy. Graham mentioned that he met with Charlene Ledet from State Relations in Phoenix to talk about how to involve parents more in the public affairs process – he will bring info in May to board meeting. Henry asked if attendance by legislators has slipped over the years. Graham answered yes – definitely. The first year he went had about 30-40, next 25-30, this year about 13. Eileen asked if Graham thinks legislators need to be focused on more. Graham responded yes – that the legislators should be courted by UA personal.

Student Recruitment & Retention – Albert & Jacque Siqueiros – Co-Chairs

Lionel & Ellen Kier – Co-Chairs

Co-Chair Albert Siqueiros reported on the committee's efforts to increase minority recruiting at UA. They organized a summit meeting the previous year to focus on the issue and concluded (with community leaders) that UA could do more in this area. Today, they believe there is a wave of enthusiasm and movement toward making a change in minority recruitment – Dr. Shelton has made a commitment for UA to improve in this area.

Retention: The Siqueiros' want to put summit group together that focuses on the need to retain minority students. The Siqueiros' and Keith will work to put this event together for May.

Co-Chair Ellen Kier reported on the New York outreach program. It was held in Manhattan and was attended by 58 prospective students and 124 parents. Forty-six of those students are already admitted and ten more are going through the process.

Campaign, Mia Martori and Eileen Starace – Co-Chairs

Eileen sent out list to people on committee in October of what they have funded. \$1750 was raised by the silent auction at Family Weekend. Mia Martori was thanked for her hard work on that project.

Executive Session

Keith Humphrey was excused during this session. Minutes of the session are in a separate document. Session ended and Keith was invited back into the room.

Lionel stated that the Executive Session had concluded and that the Board would like Keith to stay on for as long as he is willing to work with us.

Membership Program Update and Discussion

Keith reported that the Membership program is moving toward an April 1 launch. Extensive work on increasing benefits to parents who pay for the Parents Plus membership has been underway. Promotion activities involving the magazine, brochure, a website push, and a special edition of newsletter have been scheduled.

The staff has conducted market research on proposed charges for the Plus membership. Considering \$100 one year membership, \$250 for four year – parents with Pell eligible students would be free. Results of survey – 20% said that they would purchase at \$100, even when question was vague and unspecific as to the benefits. That amount (20% of parents) is about 4000 parents which would come to \$400,000. 30% were not sure if they would spend the \$100 – depending on the benefits offered. 50% said no – they would not pay \$100. When asked if they were not willing to pay \$100 what would they pay – the responses were:

- 1) I already pay too much to the UA
- 2) Parents should not have to pay anything to be involved in this – it should be free as a benefit
- 3) \$25-50 would be amount they would be willing to pay

Per member cost would be \$6-7 – make membership card etc.

Lionel Kier moved to approve the Parents Plus membership program. Motion was seconded by Randy Fenton and approved unanimously.

Fundraising Update and Discussion

Keith proposed that the Grant Approval Process timing be changed so that grants are reviewed at the May meeting rather than the fall meeting. The idea is to strengthen the TOP call by identifying programs that would be supported that year. **Ellen Kier moved to shift the grant process from October to May. Graham Tubbs seconded. Passed by unanimous vote.**

Keith reported on continuing relationships with the Foundation. Staff is currently engaged in aggressive conversations with TOP staff to bring down cost of fundraising rate, and the Foundation is open to the conversion.

Major Gift cultivation

Eileen reported on the meeting with Eileen, Mia, Christine Olson, Keith and Earl. Eileen shared a number of brainstorming ideas, but noted that we are early in the planning stages of a major gift cultivation process. Keith said that Lisa Lovallo will be taking the lead on our major gift effort. The group will continue to meet – all are always welcome to come.

Lionel asked if there was anything else that needed discussion. There being no other topics, the meeting adjourned at 12:00.