

Cal Poly Parent Advisory Council Spring Meeting Notes

Date/Time: Saturday, May 6, 2017 9am-1pm

Location: Poly Canyon Village Conference Room (Building 171A Room A007/A014)

Council members present: Mercedes Abluton, Laura Ambrose, Rosemary Boncich, Jennifer Britton, Ken Hovden, Tawny James, Tammy Kent, Jackie Mann, Janis Mendenhall, Claire Mendonca, Sandy O'Meara, Patrick O'Meara, Marla Nakaso, Jeannie Petithomme, Rod Petithomme, Cynthina Pretzel, Roxanne Rogers, Lorna Sheridan, Girish Shah, Shirley Sigmund, Ellen Solum, Bob Stephens, Audrey Ticktin, Toni Trujillo Vian, Monica White

Council members not present: Kim Barkis, Davina Isackson, Patty Vignolo

Faculty representative not present: Steven Rein

Student representative present: Rylan Nicole Younger

Staff present: Tessa Espinoza, Anthonia Edgren, Bailey Hamblin, Ashley Gordon, Austin Reed, Tori Perrella

Guests: Erin Matheny

Presenters: Jason Mockford, Eileen Buecher

Action Items:

- Parent & Family Programs will send a volunteer sign up for Commencement, SLO Days, and Move-In Weekend
- Parent & Family Programs will distribute electronic versions of the newest marketing materials
- Parent & Family Programs will forward the PAC move-in email communications as they are received
- Parent & Family Programs will purchase additional Strengths Quest codes for members that need them

Meeting Notes:

- Chair, Bob Stephens, called the meeting to order at 9:20am
- Introduction of new PAC members:
 - Marla Nakaso
 - Roxanne Rogers
 - Girish Shah
 - Lorna Sheridan
 - Shirley Sigmund
- Recognition and thanks to outgoing PAC members:
 - Davina Isackson

- Tawny James
- Cynthia Pretzel
- Steven Rein (faculty representative)
- Ellen Solum (moving to a non-voting advisory position)
- Bob Stephens
- Rylan Nicole Younger (student representative)
- Introduction of new Vice Chair, Rod Petithomme
- University Update on Fall 2017 Class – Tessa Espinoza
 - Target: 4,451 freshmen, 870 transfer students
 - 55,000 applications for Fall 2017
 - 51% increase in accepted underrepresented minorities
 - Early decision eliminated for more equitable admissions
- Parent and Student Philanthropy Update – Erica Stewart, Director of Parent and Student Philanthropy
 - Receptions hosted in LA, the peninsula, East Bay, and San Diego
 - Fundraising results from Poly Gives, Giving Tuesday, and WOW.
 - Parent giving societies to be established by end of May
- Facebook Liaison Update – Ellen Solum
 - Volunteer recruitment
 - Engaging active Facebook users
- Parent & Family Programs Update – Anthonia Edgren
 - Distributed new marketing materials
 - Commencement is working to accommodate 3,500 extra ticket requests; in the future, the department is looking into software systems for students to RSVP and self-select number of tickets desired
 - Rylan inquired about feedback regarding the parent track of SLO Days
 - The group discussed more water stations, better maps, and programming off campus
 - Fall Move-In:
 - Assisted move-in: September 8th and 9th
 - Unassisted move-in: September 10th
 - Gathering on the Green: Friday, September 8th
 - Evening with the President: Sunday, September 10th
 - The group discussed providing programming and/or optional itineraries for parents over move-in weekend to encourage them to stay until Sunday
 - WOW: September 10-17th
 - School starts: September 14th
- Partnership with the City of San Luis Obispo Tourism Board Update – Tessa Espinoza
 - Discussed results of the survey sent out to PAC members regarding engagement during non-busy months in San Luis Obispo with the following results:
 - The group discussed incorporating already-established city events and hosting smaller campus tours during non-busy months for parents

- Strengths Quest Activity – Jason Mockford, Director for Leadership and Service
 - Strengths Quest is highly recommended for freshmen and is built into their orientation fee; there is an 80% return rate from students
 - As of this fall, Strengths Quest will have been hosted for four years at Cal Poly
 - Jason also provided the following information on Greek Life:
 - Rush occurs during the first week of the quarter
 - Cal Poly's IFC and Panhellenic recently won awards at the AFLV West Regional Conference for the second year in a row
- Career Services Presentation – Eileen Buecher, Executive Director for Career Services
 - Distributed packets of information and data on Career Services' programming
 - Discussed Career Services staff teams, resources and services, career fairs, Graduate Status Outcome Report, and alumni services
- Parent Communications Update – Tessa Espinoza
 - Signups for parent email communications and past newsletters are now available on the Parent & Family Programs website
 - Starting with May, newsletters will be sent out via email with a monthly message from the Director
 - Online platform for campus partners to submit information for the newsletters
- Open Discussion on Campus Initiatives -- Student Mental Health and Wellbeing
 - Members met with Geneva in Counseling Services and provided feedback on the intake form students complete; members will also provide feedback on the Campus Health & Wellbeing website
 - The group discussed offering mental health programming for parents during Mustang Family Weekend
 - The group voted to establish a sub-committee within the PAC with Tammy Kent serving as the chair to engage in ongoing dialogue with campus partners about student mental health.
- Bob adjourned the meeting at 1:13pm