Bi-Annual Meeting

Saturday, September 29, 2018

I. Call to Order – Gina Alexander, President, called the meeting to order at 10:41am.

II. Approval of Minutes – President Gina Alexander called for a motion to approve the minutes of the April 28 PA meeting. Motion made, seconded, and approved.

III. Reports of Officers
   a. President – Gina Alexander, President, provided an update on the accomplishments of the Parent Association during the 2017-18 school year
      i. The Parent Association hosted two successful Goodie Box stuffing event with members present for fellowship and stewardship for our students. Stuffed over 700 boxes each semester. In the fall we continued our Holiday sweater giveaway to the first 200 students who turned in a survey. We hope to keep that tradition alive this semester.
      ii. The Parent Association was able to provide nearly $25,000 in scholarships to our students over the past year.
   b. Vice-President – Carol Jacobs, President-Elect, provided an update on the membership number for the PA, as well as a wrap up of summer orientation.
      i. Total number or PA members – 1548
      ii. New members - 534
      iii. Renewing members – 73
      iv. Discussed that we only had 2 volunteers over the summer, and that moving forward more volunteers would be needed.
   c. Treasurer – Erma Perry, Treasurer, turned the treasurer report over to Stephanie Brown, Director of Orientation and Transition Programs, for an updated on the FY18 financials
      i. Membership sales for FY18 came in at $55,752.35, exceeding the projected $45,000. This was attributed to the Parent Orientation team having sold many more Lifetime memberships during orientation that usual.
      ii. Merchandise sales came in at $15,167, falling short or the projected $23,000. This could have been caused by many things, ideas from the floor were that the 10% bookstore discount drives parents to buy from Barnes and Noble instead of the PA, the fact that the merchandise proceeds go towards scholarships was not adequately advertised, or the fact the merchandise was not displayed in a way to make it visually appealing to customers during orientation.
         1. Possible solutions for these issues include better signage letting members know that merchandise proceeds fund scholarships, hanging up merchandise to better display, and advertising to parents earlier that merchandise will be for sale at orientation.
      iii. Printing and postage costs also exceeded expectations, due to the Parent Programs office begin more diligent in mailing items out to members. A question was raise about the possibility of doing more email communication
instead of using postage. This is not always possible, as much of what is being mailed out is membership cards, mugs, and calendars.

iv. Overall, the PA ended the year with a balance of $8,122.19.

IV. University Report

a. University Update - Stephanie Brown, Director of Orientation and Transition Programs, reports the following updates:
   i. Enrollment updates
      1. As of the Census Date (12th class day) – early September – we were up 100 students from last year.
      2. UNT has reached the threshold where we can now apply for Minority Serving Institution status
         a. Our population is currently 51.45% minority
      3. UNT’s retention rate is up nearly 1% (currently 79% retention of continuing students)
   ii. Winter Session
      1. Online and study abroad classes for 4 weeks during the winter break
         a. 12/17/18 – 1/11/19 (break during the university closure 12/25-1/1)
         b. Anticipated to be mostly continuing students
         c. In terms of financial aid, this semester will be treated as part of the spring semester, with financial aid distributed 9 days prior to the start of the spring semester (early January)
         d. UNT Student Money Management Center will be putting together a plan to help
   iii. Football Team this season – we haven’t been 4-0 since 1966
   iv. Construction updates
      1. New residence hall – due to open end of February
      2. New tour center – due to be complete beginning of January
      3. New dining contracts
         a. CVAD building – Einsteins
         b. New dining hall – McAlisters
   v. Mean Green Gowns for Grads – initiative with the Dean of Students office; grads can donate their regalia
b. Parent Programs Update - Carter Burks, Coordinator of Parent Programs, reported the following updates:
   i. Orientation numbers
      1. 1618 Freshman Parent and Family Members
         a. Down slightly from 2017, but still much higher than attendance has been in the past
      2. 585 Transfer Parent and Family Members
a. Down 25% from 2017, but we attribute much of this decrease to the implementation of our Transfer Express Orientations, which a half a day and do not include a Parent Orientation component. We are going to look into adding a Parent Express Orientation moving forward.

ii. Send Off Parties
   1. We hosted 14 Summer Send Off Parties in summer 2018, including our first ever party in Chicago, Illinois
   2. Had just over 1100 attendees
   3. The purpose of these programs is to allow incoming UNT students and family members to get excited about their student starting their college experience, and also to meet other UNT families in their areas

iii. MGF Live
   1. Our Facebook Live video interview series, meant to give parents and family members an inside look at the services and programs that are available to your students
   2. We have hosted 2 episodes so far this semester
      a. Move-In Edition with James Fairchild from Housing and Residence Life
      b. How to Get Involved with Dr. Christa Coffey
   3. More episodes to come
      a. The Learning Center
      b. UNT Police Department
      c. Others
   4. If you have ideas or offices that you would like to see us speak to, please reach out!

iv. Regional Programming Efforts
   1. We have received many requests, and seen many inquiries about opportunities for parents and families to get involved closer to home
   2. After conducting benchmarking and other research on peer institutions that have established regional programming initiative, we are ready to pilot our first UNT Regional Parent Club in Houston
   3. We have sent out an interest survey to Houston area members asking what kind of evens that they would be interested in, and when/how often they would likely attend events
   4. First event will likely take place on 11/10 – no details as of yet, still in the planning stages.
   5. We would like to expand this to other cities in the future, as interest in the program grows

V. New Business
a. Approval of the 2018-2019 Budget – Stephanie Brown presented the proposed budget for FY19:
   i. The budget increased the predicted membership sales to $50,000 and decreased predicted merchandise sales to $20,000. Additionally, more funding was allocated for Homecoming ($1,000), as well as for postage and printing. Funding has been allocated for new programming initiatives ($2,500).
   ii. A question was raised regarding whether additional funding could be allocated for draw scholarships. Stephanie answered, yes, but that would need to be discussed and voted on by the Association.
   iii. A motion was made to approve the 2018-2019 budget. The motion was seconded and approved.

b. Treasurer Position
   i. Stephanie Brown explained that currently, as the DeptID holder for the Parent Association funds, she is actually responsible for most of the duties of the Treasurer. Erma Perry made a motion to eliminate the Treasurer position as a member of the Executive Board. This motion was seconded and approved.

c. Establishment of a Financial Committee – Gina Alexander, President, proposed that in place of the Treasurer a Financial Committee be established. This committee would work with Stephanie Brown regarding how PA funds are being used. The exact duties of the committee would need to be determined by the PA. Upon review of the PA By-Laws, it was found that President has the ability to establish Ad-Hoc committees, and appoint someone to lead it. The Ad-Hoc Financial Committee was established, and the outgoing treasurer, Erma Perry, was appointed to head the committee.

d. Volunteering – Gina Alexander, President, raised the question of how to increase the number of volunteers at Parent Association events.
   i. Gina explained that volunteers were needed most in the summer during Summer Orientation to sell memberships and merchandise. Volunteers are able to be provided with housing in the residence halls while they volunteer. A question was raised regarding how much of a time commitment volunteering carried. Stephanie Brown explained that orientation sessions are held all summer, weekdays and weekends, and there are really options for everyone as volunteering can be done for a few days, or up to a week.
   ii. Ideas to increase volunteer presence were to make sure that the call for volunteers, usually made via email using Signup Genius, is widely distributed, and that responses were monitored. Other ideas were to utilize paper signup sheets, as that might better hold individuals accountable. Physically signup sheets will be made available at the Spring PA meeting.
   iii. A member suggested that the PA utilize a service called Remind 101, a mass text message service, to remind individuals about their volunteering commitments. The Parent Programs office will look into this service to see if it can be used.

e. Homecoming
   i. It was decided that the Parent Association wants to have a presence at UNT Homecoming, specifically at the Parade.
ii. A Homecoming Committee was formed, and Aleece Ellison volunteered to head up the committee. $1,000 was budgeted in FY19 for Homecoming.

iii. Homecoming will take place on 10/27/18.

iv. In the past, a member volunteered to bring a trailer on which to build a float, but that member is no longer active. Another idea for a float will need to be come up with.

f. Fall Goodie Box Stuffing Date
   i. Fall Goodie Box Stuffing will take place on 12/1/18, from 8-10am, most likely in the University Union. Around 700 boxes will need to be stuffed.

VI. Special Order: Election of Officers - Gina Alexander, President, opened the floor for nominations for Executive Board positions. Members serve a yearlong term, excluding the President-Elect, are required to participate in quarterly conference calls, and work alongside the UNT Parent Programs office to support initiative of the group.

   a. Slate:
      i. President-Elect: Mandy Key
      ii. Vice-President: Rosemary Cook
      iii. Secretary: Aleece Ellison
      iv. Parliamentarian: Kimberly Talbert
      v. Historian: Liz Hamell

VII. Announcements

VIII. Dates to Remember

   a. October 27 – Homecoming (UNT v. Rice)
   b. November 3 – UNT Preview
   c. November 21 – BreakShuttle leaves for Thanksgiving Holiday
   d. November 22-25 – Thanksgiving Break (no classes, university closed)
   e. December 6 – Last Class Day
   f. December 7 – Reading Day (no classes)
   g. December 8-14 – Finals
   h. December 14 - Residence Halls Close at 5pm
   i. December 14-15 – Undergraduate Commencement
   j. December 24-January 1 – Winter Break (no classes, university closed)
   k. January 14 – First Class Day
   l. January 21 – MLK Day (university closed)

IX. Adjournment – with no further business, President Gina Alexander adjourned the meeting at 12:17pm

X. Passing of the Gavel to Carol Jacobs – President Gina Alexander passed the gavel to Carol Jacobs who assumed the duties of President, with Gina Alexander assuming the role of Past President.

Respectfully submitted,
Carter Burks, Coordinator for Parent Programs

10/4/18