

**CSU, Chico Parent Advisory Council  
Meeting Minutes  
Saturday, March 1, 2008  
Sapp Hall Conference Room**

**I. Call to Order**

Polly Crabtree, Associate Director, Alumni and Parent Relations called the meeting to order at 2:00 p.m.

**II. Welcome and Introductions:**

Present: Mike Gross, Kathy Jura-Anthony, Rob Roy, Diana Coyl, Bob Combs, Rosey Parks, Terrie Snow, Rick Ellison

Absent: Jack Eskridge, Lance Friesz, Linda Friesz, Yvonne Lydon, Lisa Langille, Drew Calandrella

Guests: None

Staff: Polly Crabtree, Susan Anderson, Barbara LaRue

**III. Vice President for University Advancement Report**

Rick Ellison, Vice President for University Advancement reported that Drew Calandrella, Vice President for Student Affairs, was unable to attend due to a last minute family commitment. Ellison said that the VP's all work very closely with one another, and that he would give both the University Advancement and the Student Affairs report.

Ellison welcomed everyone to the meeting, essentially the first meeting of the Parent Advisory Council (PAC). He said the University is looking forward to partnering with the PAC, and that we are trying to connect all campus endeavors.

**Student Affairs:**

This is an exciting time to be on campus. Last time we had this kind of building was in the 1960's. The Student Services building will open on April 28 and will centralize many of the departments that students use: Admissions, Counseling, Advising, Financial Aid, Evaluations, Testing, Career Center, and many more. Building Information: 120,000 square feet, 4-floors.

The Wildcat Recreation Center will be completed in spring 2009. "Don't pay until you can play." Students voted that fees for the center would not be charged to students until the facility was complete. The climbing wall just installed last week. The building is owned by Associated Students. Adventure Outings and Rec Sports will play a big part in the operations of the building.

Both of these buildings will be LEED certified. No new buildings will be built in the CSU system unless they are LEED certified.

The current recreation hall was just torn down and construction has begun on a 220-bed and dining facility that will open in fall 2009.

On April 24 we will have a groundbreaking ceremony for the Northern California Natural History Museum. A combination of public and private support made this project possible. Ellison had asked if there were any interesting anthropological findings in the local area, and it turns out Short-faced Bear bones were discovered in the Shasta-area. Hip height of the bear was 6 feet high; it is likely the bear was as much as 20 feet tall!

Janet Turner Print Gallery is currently housed in the Chico Museum building. The anthropology museum will also be moving into different quarters in Plumas Hall. This will create an “Art Walk,” that will tie the three facilities together.

Also in the works is the First Street Project. From Laxson Hall on Salem Street, to the Wildcat Recreation Center – approximately 2,250 feet or .43 miles – there will be a walkway with a consistent look and feel. The same architect who is working on the Recreation Center will work with us on the design of the First Street Project. The first phase of this project will be seen in the area between the Student Services Building and Meriam Library. In the future... This will likely be a privately-supported, several million-dollar project. The bookends of the project are Taylor II, a building in the early planning stages that will replace the existing Taylor Hall, Student Services, and the Wildcat Recreation Center.

#### State Budget:

The \$14-16.5 billion budget deficit does have an impact on us. We are not a “State Agency,” like parks and prisons. The state agencies are experiencing a hiring freeze and must cut their present year budgets by ten percent. The CSU is not experiencing a budget reduction for 2007-2008. The Governor’s 2008-2009 budget for the CSU system shows a reduction of \$386 million less than was requested. Of this reduction, \$73 million of the unapproved request was in student fees (10% fee increase). Leadership of the University is going through financial modeling, preparing for reductions in 2008-2009– Chico State is about 4-4.5% of the CSU budget. Our net general fund is approximately \$120 million. We are being prudent in our activities, but we will fill essential positions – we have 40 active faculty searches and those are still moving ahead. We started out with 60 positions, but some did not have adequate pools to choose from.

#### Fundraising:

While not a primary charge of the PAC, it is important to know that the Chico Parents Annual Fund contributed a total of \$431,000 (about \$220,000 is unrestricted) in 2006-2007. We rank third or fourth in parent fundraising in the CSU. We are very appreciative of our parents. Student callers generally start parent fundraising with an ask of about \$300 – usually unrestricted.

Question from Mike Gross to Ellison: Where do you see Chico enrollment in future?

Ellison: Chico is in a very positive position. We have received about 21,000 applications and want to enroll a freshman class of 2,800 to 3,000 students. Our applications were up 11 percent over last year. We are second to Cal Poly SLO in applications and degree of interest. Our financial dilemma – Gov. Gray Davis agreed to the compact. They system would grow at 2-2.5% and the funding does lag behind this a bit and we will make it up in the next year’s budget. In the current year, our enrollment is up 3.5 percent, and we are overenrolled by 700 students. The state does not pay the support for this – about \$7,500 per student. We don’t know at what rate we will grow. We are on about 119 acres – a small footprint. Currently we have 1,900 residence hall beds; we hope to reach 3,000 beds – one for each first-year student. We will likely grow at a nominal rate and will be at about 20,000 students in 2020. We want to have measured growth.

We have about 17,000 students and 16,000 FTE – we are pretty much 1:1 bodies to FTE. Chico is the only “true” college town in California! We are pretty connected with our community, 80 percent of our students live within a mile of campus.

#### **IV. Parent Advisory Council Roles and Expectations**

Function of Council:

##### **Meetings**

Questions were asked through surveys of PAC members and at the meeting. In the PAC job description we set a goal of two meetings per year. Is this sufficient? What we set up initially was based on best practices of other institutions and that doesn’t mean that we should follow these exactly. We currently hold one meeting with Family Weekend. Is it too hard to find a place to stay? The March meeting is not tied to an event; does this present a hardship for parents?

Family Weekend – This worked well for most folks and is a nice tie-in to the PAC. Parents can help with check-in for the barbecue and can come early to help direct parents to the workshops and other campus activities.

March also seemed to work well for most parents to attend.

##### **2008-2009 Meetings Set:**

**October 11, 2008**

**March 7, 2009**

##### **Event Participation**

PAC members are required to participate in two events per year: Yield Receptions, Getting Connected, Summer Send-Offs, Summer O. Everyone was OK with this model.

The role of the PAC is to engage with other parents and do outreach for the University. One reason for having the VP for University Advancement and the VP for Student

Affairs attend the meetings is to provide parents with information about campus that can be shared with other parents.

### **Sale of Parent-Related Merchandise**

The sale of parent-related merchandise provides the PAC with funding to participate in and sponsor events. PAC members are asked to help with sales of Coffee Mugs and T-shirts at the following events:

Getting Connected Fall Orientation Parents' Reception– Friday, August 22

Getting Connected Parents' Farewell Brunch – Saturday, August 23

Family Weekend Family Barbecue and Picnic – Saturday, October 11

The question was asked if what we sell is in conflict with what the bookstore sells? No, because we can use our logo, which is not in conflict with the Bookstore.

The PAC needs to thinking along the lines of what we can do to be a financially self-sufficient and self-sustaining organization by the end of next year. We should be looking to develop a scholarship program (scholarships offered by the PAC). We need to ask, "How can we make this happen?"

Rick Ellison: It means a lot to the institution to have alumni and parent presence at university-related functions and activities.

### **PAC Goals: two meetings per year, two events per year, sale of parent-related merchandise, and a parent-sponsored scholarship.**

#### Are your concerns different now than in October?

Kathy Jura-Anthony: Was very concerned about safety when she first sent her daughter here. She feels much more comfortable with safety and now has school-related concerns– is her daughter in the right classes; how are her grades?

Mike Gross: His daughter knows now that the partying is not what she had feared. After a semester in, she says, "It is so much better than high school!" Love it, love it, love it. She has gained maturity – she is like a different kid! She has grown up. Communication from the University is superb! Other universities do not provide the communication that we do. The communication has calmed their fears.

Rosey Parks: After students are out of the residence halls, we still need to stay in contact with the parents.

Rick Ellison: For parents interested in keeping in touch with what is going on in Chico, the local paper is introducing an e-edition. Sue Anderson, Director, Alumni and Parent Relations is working with the publisher.

Sue Anderson: Parents can sign-up for Google alerts for "Chico," or "Chico State." You will receive a message that lets you know Chico is in the news.

Terrie Snow: Illness and Student Health Center concerns are distressing for parents. Terrie is getting a lot of ER bills! When you live far away, it is so hard when your child is sick – you feel helpless. The health center is very impacted. Students can't get in because it is crowded, it closes early, and there is no place to go after hours.

Rick Ellison: The University is introducing a new safety and emergency program in light of the incidences at Northern Illinois and Virginia Tech. All universities are looking at how to be prepared, how to get message out, what are we doing. Chico has purchased a program that sends an email asking the students their notification info - phone, cell, text message, etc... Need to work through any issues that come up, but our police department and public affairs are jointly working on this.

Old days emergencies were flood, fire, and earthquake and now emergency planning includes live-shooters and other extreme threats. Training of our police department is superb. When the University sent a message about the potential shooter at Las Plumas High School in Oroville, it was sent at the same time as a financial aid message, and caused 12-hour delays in students' receiving emails. The University has since resolved this problem.

Terrie Snow: What do we do when our sons or daughters have issues with faculty? How does the University handle this type of problem?

Diana Coyl (Faculty in Child Development Department): The student (not the parent) should go to instructor first, and then if they receive no response (within a week), the next step would be the department chair. If the student is uncomfortable with talking to the instructor they could go directly to the department chair. If the student is uncomfortable approaching an instructor, they might go to grad students in the program who can act as the student's advocate. Find out the nature of the problem. Is it assignments, is the course not following the syllabus (which is a contract between faculty and students), or is it grading consistency – teachers should follow a rubric so there is demonstrable consistency. Students also need to take in to consideration how to approach faculty – they are human beings and should be treated politely. Faculty can do a lot to facilitate working with students – promoting office hours, talking with students after class, letting students know they are available. When this is done, word spreads to other students that the professor is open and nice. At Chico State, you actually get a chance to know the faculty – lots of opportunities.

Send Polly information if you have any other issues and Polly will work on getting information to the parents. We can bring in people from the different campus units who can help us work through some of these issues. We will have representatives from the Student Health Center and Psychological Counseling at the October 11, 2008 meeting.

## **V. Election of Officers**

**President: Bob Combs**

**Vice President/Secretary: Rosey Parks**

Each will serve a renewable one-year term.

**VI. Goal Setting**

**Yield Receptions:**

Yield Receptions are meetings for incoming first-year students who have been admitted to Chico State, but who have not yet enrolled. Our job is to convince the students to enroll. Copies of the slideshow presentation were handed out to all PAC members in attendance. Either Rick Ellison or Sue Anderson will be in attendance at each of these meetings. Parent responsibility is to ensure registration of all students in attendance and to either answer questions or refer parents to one of the campus people in attendance. The most often-asked question is about the party school image. Summer Send-Off calendars will be handed out at the meetings.

**Summer Send-Offs:**

Last summer (August 2007) we had two events sponsored by our Bay Area and Sacramento Chapters. The purpose of the Send-Off events is to bring together alumni, students, and their parents in a casual setting to engage all groups in the University Experience. This year we have scheduled eleven send-off events throughout California.

We send a postcard for incoming students and their parents, e-mails to alumni and current students. The events were very casual receptions. We found alumni to be very engaged and excited to share their Chico State stories. The students were a little bit shy, and the parents came with lots of questions. At the second one we took a rep from housing to help answer the questions that we couldn't answer.

The only hard and fast rule is no alcohol. We have a shoestring budget (\$500 per event) so finding (free!) locations would be very helpful. Help is needed from PAC members to find locations that are inexpensive and easy to access, help with food, and help with the actual event execution.

Rick Ellison said that no charge for send-offs is "OK." At other institutions, send-offs have helped with forming Chapters.

Rosey Parks added that Cal Poly charges \$10 per person to cover costs and no one has ever complained.

We do have a board member who lives in Bakersfield who also wants to host a Send-Off. Polly really wants to attend all of these so the dates are firm because of Polly's schedule.

**Getting Connected**

Saturday, August 23 from 9:00 a.m. – 10:30 at the Warrens Reception Center: Parent Farewell Breakfast. This event lets parents know that it is time to leave. We have about 400 parents and students attend. Many representatives from all over campus attend, including the president, all vice presidents, the college deans, student affairs

professionals, advising, and psychological counseling staff members. It can be a bittersweet morning, but very important. This event is moving from being an Alumni Association sponsored event, to a PAC sponsored event.

### **Family Weekend: October 11, 2008**

The big event of the weekend is a BBQ for 1,000 on the Kendall Hall lawn. For many parents it is their first time back on campus and it is great to interact with them, see how things are going for their students. We can use a lot of volunteers to help with manning the ticket/information booth, selling parent merchandise, and mingling with parents.

### **New Member Recruitment:**

We would like the PAC to grow to a 30-member Council. An important goal of the PAC going forward is to recruit parent members.

Mike Gross: We need to be able to tell prospective parents what the expectations and commitments of being a new member are. We need to be focused on recruiting and to be focused on getting good quality parents.

Polly Crabtree: We will add a Parent Advisory Council web page to the parents section of our web site. This should include the names and contact information of the current council members so parents have a resource to find information and exchange ideas. Please let Polly know if it is okay with you to have your name, e-mail address, your student's major and year.

## **VII. University Parent Guide**

We will be working on creating a guide for our campus. The deadline is April 1, 2008. University Parent Guides is an outside company that is creating the Chico State guide at no charge to the University. All we have to do is provide the editorial content. They are able to provide this to us at no charge because of advertisement sales. University Parent Guides has asked for a list of recommended potential advertisers. Our guidelines are no alcohol ads and no "bar only" ads. Also, we approve all art and we can refuse certain advertisers if we need to. We will be handing these out at Summer Orientation. We currently have a Parent Handbook that is online only – Mike Gross said this was handbook very helpful.

A content outline was provided at the meeting. All PAC members have been asked to review the outline and see if there is anything we are missing. The booklet will reference the online site for the Academic Calendar, and other important Websites. We are limited to 70 pages, but we still have room to add given our current outline. Polly suggested that the parents take the booklets back and then email back to her with ideas and suggestions.

Bob Combs: Can we say "Official Guide" on the cover, so that the ads don't deter folks from taking the guides? Polly will check this with University Parent Guides.

Rick Ellison asked about distribution – Polly said it will be given away at all our events and they will print up to 5,000 and Polly requested 4,000 (that is the minimum run). None will be mailed. We could print more for Yield Events.

### **VIII. Other**

**Next Meeting: Saturday, October 11, 2008**

**BBQ from 11:15 – 1:30 p.m.**

**Meeting: 3:00 p.m.**

**Social event directly follows the meeting.**

Parent Workshops start early and we need to get our table up by 9:00 a.m. for those who are milling about. We will need assistance selling merchandise and talking with parents.

Rick Ellison: Gave a quick review of the Kintera e-Advocacy program. We will add PAC member e-mails to the e-Advocacy list so PAC members can help the University and the CSU system with legislative activity. Parents can always opt-out if they do not wish to participate.

### **IX. Adjournment**

The meeting was adjourned at 4:50 p.m.