

# Cal Poly Parent Program Advisory Council Meeting

Saturday, February 5, 2005

University Union, Room 220

Cal Poly State University, San Luis Obispo, CA

## MINUTES

### **ATTENDING**

Council Members – Paul Bittick, John Cotter, Ed Czisny, Maxine Czisny, Melanie Dreike, Gloria Edelen, Connie Friel, John Friel, Virginia Genovese, Pat Keeley, Sue Richardson, Francis Rivoire, Carolyn Thom, Thanos Trezos, Floyd Watson, Maryann Watson, Jordan Whaley, Crystal Williams, Kenneth Williams, Robbie Williams

Staff –Cornel Morton, Nicky Nickelsen, Theresa Rush

### **WELCOME/INTRODUCTION**

John Friel called the meeting to order at 10:10 a.m. He welcomed all and led introductions. Parent John Cotter and ASI student representative, Jordan Whaley, were acknowledged as the newest members of the Parent Program Advisory Council.

Theresa Rush was welcomed as the Parent Program's new Administrative Assistant.

A motion to approve the minutes from the October meeting – e-mailed to members - was made. The minutes were approved as written.

### **COUNCIL OFFICERS**

John Friel announced the candidates for 2004-05 Vice Chair of the Council - Paul Bittick and Frances Rivoire - and thanked them for accepting their nominations. Both Paul and Frances were invited to comment on their desire to serve as leaders of the Council. A vote was taken and Frances Rivoire was named Vice Chair. She will assume the role of Chair for the 2005-06 year.

Nominations for Council Vice Chair for 2005-06 were accepted. Members were invited to send confidential nominations prior to the next meeting by e-mail to the Parent Program at [nnickels@calpoly.edu](mailto:nnickels@calpoly.edu).

### **PARENT COUNCIL STRATEGIC PLANNING**

A final draft of the Parent Program Advisory Council bylaws was distributed to the members for review. Tracked changes in the document - suggestions received by the Parent Program since the last meeting - were reviewed. Additional corrections were noted. The bylaws were approved with the suggested changes. A final copy will be sent to all members following the meeting. John Friel thanked the members for their attention to this important matter.

John Friel reviewed the parking lot items mentioned at previous meetings.

1. Follow-up with Rob Bryn for an update in October or February on the status of the safe housing proposal and any City Council action.

*Nicky Nickelsen indicated that Rob Bryn had no news to report on this topic in October. This weekend he is busy with Mardi Gras. She will follow-up with him prior to the spring meeting.*

2. Discuss in greater detail how noise complaints are handled by the SLOPD, specifically the weight given to resident complaints and how they affect student renters allegedly violation vs. those not in violation.
3. Discuss parent role in addressing substance abuse with their students. Consider having a student success or student development related article in each newsletter with information and simple tips parents can use as a basis for conversations with their students on this subject and others.

*The Council felt these are important concerns to address. It was suggested that a representative from the SLOPD and the Cal Poly Police Department be invited to speak with the Council annually. The Parent Program will plan to provide an article from the Cal Poly Police Chief in the Parent Connection.*

4. Consider having a Cal Poly student work for GoalQuest on the Parent Program project if/when a contract is entered into.
5. Discuss how an expanded e-com service can be used to benefit parents, what goals might be.
6. Discuss how a chat room feature might work and how it might benefit parents.
7. Determine how the Parent Council might participate in shaping the questions asked on a GoalQuest survey of parents.

*Nicky Nickelsen indicated she would provide an update about the Parent Program's e-news service this afternoon.*

8. Consider sending a letter to parents of new students welcoming them and/or congratulating them on their student's admission to Cal Poly.

*The Council would like this to occur if it does not violate FERPA regulations.*

9. Revise Parent Council functional responsibilities.

*The Council was asked to review these for revision at the spring meeting.*

#### RELEASE FORMS

Some Council members expressed a desire to see the Parent Program take a role in providing to parents forms offered by other campus departments which enable students to permit the release of their information. Nicky explained that it is inappropriate for the Parent Program to distribute (or subsequently collect as they are completed) forms relating to the release of information. This is the role of the offices who manage the forms. The role of the Parent Program is to provide information and resources to parents to help them support their students. Information on how parents can direct their students to these forms is available in the *Parent Handbook* as follows:

- Release of account balances (see *Parent Handbook* page #27 and Cal Poly Student Accounts Web site - site includes other forms as well).
- Residence halls incidents or judicial sanctions (see *Parent Handbook* page #32).
- Release of grades (see *Parent Handbook* page #21 and Cal Poly Academic Records Web site).

The Parent Program and other campus administrative offices also inform parents when they call or e-mail about how students can access the appropriate forms via the Web.

Jordan Whaley, student representative, advised parents take a “suggestive” approach to communicating with their students. He said he realizes his parents have a lot more life experience than he does and he respects that; however, he also likes to make his own choices. He believes students may be more receptive and responsive to parents when they are allowed their independence and the ability to make choices, experience success and failure and learn from those experiences.

## **PARENT PROGRAM UPDATE**

Nicky Nickelsen presented a welcome back card to Pat Keeley signed by the Council members. She recognized Virginia Genovese for her assistance with the Viva Cal Poly event in Orange County.

### E-news Service

Nicky Nickelsen provided an update on the e-news service for parents. Last fall, President Baker charged Cal Poly’s Vice President of Information Technology Services with addressing the University’s needs for collecting, storing and managing parent data. As a result of this action, a committee was formed to identify the need for parent data across campus and put in place a plan for meeting those needs over the next several years. The committee includes representatives from ITS, University Advancement, Admissions, Alumni Relations, the Parent Program, the Cal Poly Foundation, El Corral Bookstore and others. Many of these departments have some mechanism in place for collecting and managing parent data to meet their own needs.

At the last meeting, it was announced that, in the interim, University Advancement will provide data hosting and management for the Parent Program. The Division of Advancement has the largest and most accurate list of parents in their system (called Advance) which is used primarily for fundraising purposes. The Parent Program’s data list will be added to the Advance system in the next several months. At that time, an e-mail message will be sent to all parents currently on the Parent Program’s e-mail network, requesting they update their data. Some new information will be requested from the parents. This will ensure that the records they add to the Advance system will include all of the information required for proper management of the data. When it is time to send an e-mail message, the Parent Program will request a list of data from the Advance system. These data files will be used to send e-mail messages to parents. Parents will have the capability to and will be responsible for updating their information if they wish to remain on the list.

Establishing this partnership with University Advancement benefits the Parent Program for many reasons.

- Since the Advance system includes several thousand e-mail addresses for parents which are collected when families make a gift to through the University’s annual fund efforts, we will be able to communicate with many more parents than is currently possible using our list alone
- The Parent Program will also be able to send printed mailings - such as the *Parent Connection* newsletter - using data from the Advance system.

Since University Advancement collects the names and addresses of parents when they make a gift, donors will receive a personally addressed newsletter. All other parents will receive the newsletter addressed "To the parents of" at the students permanent address. (This is how all mail has been addressed in the past because we request data from the student database maintained by ITS). Since some parents will receive the newsletter addressed to them, with the street address provided by them, the likelihood that more newsletters will reach parents (rather than students with permanent addresses in SLO) will be increased.

- Staff time spent collecting and maintaining parent data will be reduced.

University Advancement benefits by having the names and contact information of many new parents as they sign-up through the Parent Program each year.

Once the data migration occurs, the Web enrollment form is modified and we are able to send text messages, we will determine how we want to proceed with a Web-based communication product such as GoalQuest.

Connie Friel suggested that all parent donors, regardless of the size of their gift, be noted in the Cal Poly magazine's annual list of donors.

#### Upcoming Events

A list of upcoming events at which the Council presence is expected was distributed. Council members were asked for their opinions on programming for Open House Weekend. Nicky Nickelsen indicated the Parent Program will have a Welcome Booth and participate in the WOW Coffeehouse on Friday.

Council members agreed to forgo the Welcome Booth on Saturday at Dexter Lawn and offer instead a Web Resource Session both Friday and Saturday. They also suggested a Welcome table at El Corral Bookstore on Saturday. They agreed to allow ample time for a Council meeting (the meeting in April is usually brief). Once rooms are confirmed, Council members will be notified of the events and times.

#### **UNIVERSITY UPDATE**

Cornel Morton welcomed parents. Dr. Morton addressed feedback he received regarding apathy among Cal Poly students. He felt it was important to provide his point of view; which, based on his interaction with students, is that they tend to be disengaged, rather than apathetic. He commended the Parent Program Advisory Council members for being an engaged and active group, especially since parents are an important part of their student's success.

Dr. Morton mentioned he spent the morning with the City of San Luis Obispo Police Department discussing the Mardi Gras weekend. He was pleased to report that Friday evening was relatively quiet. He indicated he would welcome discussion and questions about Mardi Gras following his update.

#### Council on Student Success Study Groups

The Council on Student Success has developed three study groups to address student success at Cal Poly. They are as follows:

1. First Year Experience: Many CSU campuses have a freshman orientation course design to assist students in being successful during college. This study group is considering how Cal Poly might offer such a course for its students. Its

- intent is to engage students fully in college life by providing them with a better understanding of college expectations and personal accountability with their studies. Denise Campbell, Associate Vice President for Student Affairs, is co-chairing this study group with a member of the Cal Poly faculty.
2. Research Questions: This study group would like to develop questions related to student success at Cal Poly.
  3. Academic Support: This program will examine academic support needs of Cal Poly students. Supplemental Instruction is provided by upper class students as tutor and study leaders.

#### Governor's Budget and Cal Poly Planning

Cal Poly will increase enrollment by 2 ½% next year. Increased revenue from enrollment growth will be distributed to the following divisions. University Advancement

- Administrative and Finance
- Academic Affairs
- Student Affairs

#### Student Alcohol Issues

Cal Poly was awarded a two-year grant for programs focusing on student alcohol use and abuse. Clubs, fraternities, sororities and other organizations are encouraged to apply for these mini-grants to support their programs.

#### Ethnic Studies Major Proposal

Among the twenty-three CSU campus, more than one-half have an Ethnic Studies major. Cal Poly is interested in offering an Ethnic Studies major for the 2006 curriculum.

#### Task Force on Women's Safety & Campus Climate

A Task Force on Women's Safety and Campus Climate has been formed to address issues involving women's safety, policies and training. Studies find that underreporting occurs in cases that involve incidents of violence or harassment. To address recurring incidents, Dr. Elie Axelroth, a psychologist at Cal Poly's Counseling Services department, has been named to co-chair the Task Force with Dr. Morton.

#### Summer School 2005

Cal Poly anticipates a larger enrollment summer quarter 2005 compared to last summer. Information about summer quarter classes will be available on the Cal Poly Web site.

#### Discussion

John Cotter inquired about an assessment fee or increase in registration effective by fall 2005. Dr. Morton commented that there are expected fee increases for next year. He will find out if an assessment fee is planned.

Paul Bittick commented on Mardi Gras, specifically how the message "The Party Is Over" was conveyed to Cal Poly students. He felt the tone of the printed and televised messages had a divisive impact on the student and local communities. He said he learned, through his contact with students, that they felt as though they were being judged wrongly.

Another Council member indicated some students felt like they were in a police state.

Dr. Morton indicated he was optimistic about the weekend; he had high expectations that students would behave responsibly. Cal Poly officials met at length with the City of SLO Police Department and other City officials to discuss enforcement and compliance. In this case, the challenge for the University was to stand shoulder to shoulder in support of the City without making students feel like they were being targeted unfairly.

Other comments from Council members about Mardi Gras included:

- Objections to marketing tactics (content of door hangers, posters, TV ads).
- The appearance of a City was prepared for rioting.
- Anger among students about the tone of the message and the fact that it targeted them.
- The fact that the City spent a great deal of money to cover police costs.

Kenneth Williams expressed that Cal Poly is still a great school and that this should not diminish its favorable reputation.

John Cotter encouraged Cal Poly to build a bridge between police and students.

Floyd Watson suggested coordinating a more positive marketing campaign in the future; perhaps one that advises students to be safe and responsible members of the community.

Dr. Morton will relay to the City Administrators and the Chief of Police the Council's comments related to Mardi Gras. He is riding in a police vehicle tonight as an observer.

#### **ANNOUNCEMENTS**

Connie Friel mentioned her son and other CAED students are competing for the National Solar-Home competition held in Washington D.C. Students were invited to compete against 18 teams from around the world in the "Solar Decathlon". For more information, the Web site address is: [www.caed.calpoly.edu/newsevents/solar.html](http://www.caed.calpoly.edu/newsevents/solar.html)

#### **ADJOURNMENT**

John Friel thanked everyone for being present and adjourned the meeting.

Respectfully submitted,

Nicky Nickelsen  
Parent Program Coordinator  
and  
Theresa Rush  
Administrative Assistant