

**Kettering University Parents Association
18 April 2009 (10:30 AM – 11:30 PM)**

Meeting Minutes

In attendance: Keith Kaniut (President), Joyce Hendrick (A-Section Rep); Deb Peavyhouse (B-Section Rep); Ken Walker (At Large Rep); Deb Stewart (Treasurer); Betsy Homsher (Assoc. Provost); Jack Stock – Executive Director of Development, Kettering University

Not in attendance: Konnie Byler (B-Section VP); Cindy Partlo (Secretary) (by phone); Julie Blalock (A-Section VP); Bob Clark (B-Section Rep) by phone; Judi Zaplatynski (Webmaster);

Introductions (President)

Keith called the meeting to order at 10:30 a.m. No members or parents attended by phone.

Keith introduced Jack Stock from the University Advancement department. Jack is the Executive Director of Development and was asked to attend by his boss, Dennis Washington, who was unable to attend due to a scheduling conflict. Jack's presentation was based on one that Dr. Liberty uses during his trips to promote the university around the country.

Presentation highlights:

- The importance of the Parents Association. It is a critical constituency for the university and can play an important part in promoting the university and educating potential students about its benefits
- Kettering remains dedicated to the Co-Op experience and process.
- The importance of continued promotion of social experiences for students and how the Greek Life contributes positively.
- The importance of re-inventing Kettering to better serve its students and to ensure its survival in the future.
- The importance of "innovation"; teaching it; practicing it in the new curriculum. General Motors, who built Kettering as GMI, was originally a "startup" company, a collection of smaller companies and innovators. Kettering needs to go back to these roots for its reinvention.
- The "Perfect Fit" marketing program, t-shirts, etc. – quite successful
- Radio advertising currently playing on 950AM
- Various programs for high school kids that promote the university such as: FIRST Robotics competition teams; AIM resident pre-college program for minorities; LITE – resident pre-college program for women
- Re-invention of Flint as a "college town", taking advantage of its cultural centers like the Flint Institute of Arts, the Symphony, and the nearby Buick Open
- New Science & Technology center to be built across Chevrolet
- Two Fraternities moving their houses closer to campus (SAEs and Beta Theta Pi)

- Undergraduate admissions are up 20%. Graduate admissions are up 8.7% (the majority of the coursework is on-line).
- The size of the tuition scholarships which are used to make attendance more affordable, have increased over the past couple years to nearly double what they were four years ago.
- Kettering provides excellent overall educational value with its scholarships and co-op salaries keeping its costs in line with state college tuition.
- San Antonio Texas is one of Kettering's secondary markets (along with Florida, Ohio, California, Georgia, Tennessee, N. Carolina, upper state New York, western Ohio, and north eastern Illinois). The businesses and colleges in Texas need more high-quality engineering-educated students for the local economy. They are talking with Kettering about programs that will produce students and graduates to work back in Texas.
- New academic programs: Pre-med; Bach. Of Business Administration; Management minor; BS in Chemical Engineering; Aerospace specialty of Mechanical Engineering; Computer Gaming (minor); Computer Systems and Data Security (minor) and Entrepreneurship minor

Mr. Stock's presentation ended with an expression of appreciation for the invitation to address the Parents Association and the hope that Dr. Washington could meet with us in the future to discuss future collaboration.

Treasurers Report

Deb Stewart provided the current Treasurers Report. At the beginning of this fiscal year's budget, (7/1/08) the Association balance was \$2,638.81. Since July we have an income of \$3,789.75 from t-shirts, Parents Directories and Gold Cards. Family Day registrations covered the costs of the events.

There are 192 2008/2009 Gold Cards remaining which will be sold by \$2 each (at cost) until replaced with next year's cards in July.

Current Parents Association t-shirt stock is: (6) medium; (11) large; (9) XL; and (8) XXL = 34 total. We cannot account for (7) t-shirts. To make it easier to keep up with t-shirt and gold card sales during the Orientation and Family Day sales, Joyce H. suggested that we put colored stick-on "dots" on the t-shirts (colored by size) and as each is sold, we remove the "dot" and add it to the tally sheet. We also need to do better at reconciling the recorded sales and cash on hand at the end of each day. We'll try the new "dots" method for A-section Orientation Day. Deb S. will provide the stick-on "dots".

The current balance in the account is \$3,392.27 (4/17/2009).

500 Gold Cards for 2009/2010 were purchased from a new supplier identified by Julie Blalock for \$1.42 each (less than old price of \$2 each from old supplier). Thanks Julie!

Cost of Brunch

During Family Day, some parents mentioned the high cost of the brunch (\$12 ea.). The cost is a break-even cost for the association, as decided last year. The board discussed ways to reduce the cost, including reducing the breakfast offerings to coffee, juice and pastries only. Deb Stewart will obtain quotes from the company that runs the cafeteria plus the Perky Dip, a new company that has been catering more campus events recently.

T-Shirts

Konnie Byler and Julie Blalock reviewed all t-shirt sayings submitted for new black Parents Association t-shirts similar to those sold by the university's marketing department. They are on the Blackboard application under the Discussion Forum if you wish to make any suggestions. We will be submitting them to the university for review and approval within the next couple weeks.

Anyone needing a Blackboard logon should contact one of the board members by email. They will forward your request to the IT department Help desk. You will then receive an email from the IT department with your password and logon ID.

Prep for Success Participation

Our participation in the Prep for Success events has been rewarding and useful. It has given us a chance to meet the prospective parents as well as introduce ourselves and our association. Deb Peaveyhouse represented the Association at today's Prep for Success, the last one for this year.

Upcoming Association Meetings

- Electronic Elections for Parents Association Board (TBD; May/June 2009)
- July 9, 2009 A-Section Orientation Day
- August 15, 2009 A-Section Family Day (tentative date. D. Stewart to confirm)
- October 1, 2009 B-Section Orientation Day
- November 7 or 14, 2009 B-Section Family Day
- January 16, 2010 10:30 AM – Open Association Board Meeting

In order to encourage greater participation, all future Association Board meetings are now "open", so anyone can attend or participate by phone conference. The phone conference information is listed on the Parents Association web page (<http://www.kettering.edu/parents/>).

Elections

Keith officially announced his resignation from the presidency at today's meeting in order to help accelerate the process for choosing his replacement. We hope to hold elections in May or June so that the new board will be ready by July for the A-section Orientation Day.

Betsy Homsher (Assoc. Provost) offered to help us conduct elections electronically this year using Blackboard so more parents can participate. We will set up a Guest account

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on blackboard that will be good for one week. During that time parents will be able to sign onto the Blackboard site and vote for next year's Board members.

Prior to that time we need anyone interested in running for any of the positions, to submit your name with a brief paragraph explaining why you'd like the job, to any of the board members (including Deb Stewart our treasurer). Contact us using the emails listed on the Parents web page. We will publish information on our web page about anyone running for the board positions.

There was no "new business" or further comments so the meeting was adjourned by Keith at 11:30 AM

Notes by:

Keith Kaniut
Joyce Hendrick