

KETTERING UNIVERSITY PARENTS' BOARD MEETING
January 5, 2007

Attendees: Dr. Joyce Shotick, Debbie Stewart, Keith Kaniut, Ralph Gruss, Leslie Trout, Mark & Sue Rieger, Ken Walker, and Dawn Bartlett (Assistant Director of Admissions (Senior))

Agenda

1. Welcome and introduction of Parent Association officers - President, Keith Kaniut
2. University welcome and update on Kettering University - Dr. Joyce Shotick, Associate Provost for Student Affairs
3. Minutes of Nov. association meeting
4. Old business
 - Update on Parents' Association web site
5. New business
 - Development of Parents' Board and committees
 - a. Enrollment
 - b. Fundraising/Development
 - c. Co-op programming
 - d. Communications
 - e. Special Projects/Awards
6. Adjournment

Keith Kaniut opened with introductions. The only non-board member present was Mr. Walker, grandfather of an A-Section freshman. We discussed the current enrollment "goals and actuals": budgeted for 450 new students; actual this year is 430. The previous goal was 600/year. The freshmen-to-sophomore retention rate is about 90%. Dr. Liberty's goal is 93%. There was a 24% drop in engineering applications nation-wide. Graduation rate for the university (average time: 6 years) is now 60%. (National average is 70%) Bottom line: Enrollment for next year is down. There are approximately 1403 applicants as of 1/5/07. They have approximately 325 deposits (which is higher than the same time last year). (with 54 undecideds)

The group discussed some of the possible reasons for the lower enrollment, including loss of GM sponsorship (10 yrs. ago when the change from GMI to Kettering Univ. occurred) and the built-in pool of applicants from its employees, their families and friends; reduced interest in engineering and science by high

school graduates; and competition with other more established engineering schools.

We discussed the benefits of the co-op program versus a standard 4-5 yr. education without work experience. We consider this one of the school's primary selling points.

Old Business: We discussed the need to update the Parents' Association website more quickly —make it more dynamic so that it is a better tool for providing information to parents. (The previous update from "The President" was submitted before Thanksgiving and didn't get implemented until 1/5/2007 due to changes being implemented by the IT department to the main web site and due to a process error. Dr. Shotick assured us that the issues preventing its timely update were resolved. We were advised to use WORD instead of HTML format for future updates.

New Business: We talked about a possible link on the website to a form that allowed parents to be notified by email of updates and issues. Another option was to include an "opt-out" link on any email sent to parents so that they could take themselves off the list if they don't want to receive the updates. The latter option will be used for the next major emailing.

Dr. Joyce talked about their recent town hall meeting. They are looking for a new Provost (the current provost was hired for one year as he retired from the same position at Wayne State.) Dr. Liberty hired a consultant to find and recommend his replacement.

There are two new majors: Biochemistry (Pre-Med) and Chemical Engineering. They are discontinuing the environmental program.

Debbie Stewart gave us the Treasurer's Report. We have a current balance of \$5,000.55. It appears that with the departure of the previous treasurer Diane Vyvian, \$2,500 may not have been transferred to the Parents Association Scholarship fund as directed in the October 29, 2005 meeting. (see excerpt below from those minutes)

An update on the Parents' Association Scholarship was given. \$20,000 was contributed for both an A-Section and B-Section scholar \$23,509. This past year \$700 was awarded to one student. Next year it is anticipated that the scholarship amount will be \$900. The Parents' Association's intent was to have both an A-section and B-section student receive half of the available money from the scholarship. Diane will check with Financial Aid to be sure that happens next year. A motion was made and seconded that \$2500 be added to the Parents' Association Scholarship in hope that the scholarship amount for next year to be given out will be \$500 for both an A and B-section student. Motion passed unanimously.

The new treasurer Debbie Stewart will investigate whether the money was ever transferred to the fund and inform the board of her findings via email.

We discussed the need for committees to promote and to investigate the feasibility of the new ideas we've explored. Our wish list of committees include: enrollment, fundraising, co-op program promotion, communications, special projects and awards. Since Ken Walker was the only non-board member present at the meeting, we voted that he would be the new committee chairman for all five new committees (just kidding!) He politely declined the honor... So that leaves us with some openings and we will have to solicit additional help from parents not yet involved with the association activities. (Keith has for action.)

We reviewed the Gold cards and their usefulness as the primary fund raising tool for the association and voted to reduce the price from \$10.00 to \$5.00 for all remaining cards. The board voted to provide Keith with the authority to decide the quantity to buy for next year (July 2007 to July 2008). We have to purchase them within the next couple of weeks. We had purchased 500 cards last year and sold 112 to-date. The current price is either 1000 cards for \$2,000 or 2000 cards for approximately \$2,600. The big question: Can we sell that many cards? They are only good for a single academic year (July-to-July).

We brainstormed about who might be interested in joining us to sell the Gold cards (for a cut). Currently they are sold only during Orientation and Family Days. Possible partners: Greek Life or Student Government. Dr. Shotick said she would talk to her counterparts and see if they were interested in working together with the association to sell the Gold cards. We think we can sell more if we make it more convenient for people to buy them and keep the price at \$5 (instead of \$10).

Dawn Bartlett introduced herself (Senior Assistant Director of Admissions/Volunteer Coordinator). Her job is to coordinate the efforts of all the various volunteer organizations, including the Parents Association, Alumni Association and Greek Life. There were several activities and opportunities for participation between the volunteer groups that needed to be explored. She was full of ideas and information and resources. There are parallel activities between these groups and areas where it might be more productive to work together, or to use the combined purchasing power of the groups instead of working alone.

She asked for participation by the Parents Association at the next Co-Operative education "Prep for Success" seminar series running through February and March. These events include a *Parents Social* and *Parents Panel* that would be improved by our participation. Keith will be soliciting volunteers from the association. To help the volunteers, Dawn is having pocket-sized cards made up with important names and phone numbers so they'll be prepared at the events.

She will also be mailing information packets to any Parent Association volunteers.

She is also going to get name tags for the Parents Association Board and any other committee members we specify.

Dawn talked at length about the upcoming "Prep for Success" events. She brought several forms that are going to be available online regarding the information, agenda, dates and times, and volunteer registration forms. The dates for the Prep for Success are:

Friday, February 9
Saturday, February 10
Monday, February 19
Friday, March 9
Saturday, March 10
Saturday, April 21

There are going to be travel vouchers available for lodging for incoming parents (if they are traveling more than 65 miles and want to stay overnight). Anyone with questions should contact the Prep for Success coordinators: Cherie Taylor or Diane Sumner at (800) 955-4464, ext. 7857, or (810) 762-7857, or email at prep@kettering.edu. Dawn Bartlett can be reached at (810) 762-7497, (800) 955-4464 (ext 7497), or dbartlet@kettering.edu

Finally, the board determined next years dates for for Orientation, Family Day, and next Parents' Association meetings:

A-Section Orientation – Thursday, July 12, 2007

A-Section Family Day – Saturday, August 11, 2007 (tentative)

B-Section Orientation – Thursday, October 4, 2007

B-Section Family Day – Saturday, November 3, 2007 (tentative)

Meeting adjourned at 1pm.