The Cowboy Parents Council held its summer meeting on Saturday, March 7, 2015 at 8:00 a.m. via conference call. Members present: Pat Horton, Riki and Kevin Haukaas, Kathi Morrison, Julie Stewart-Anderson, Karrie Tracy; Ex-Officio members: Sara Axelson (Student Affairs), Keener Fry and Tiffany Young (Alumni Association).

The conference call began at 8:02 a.m.

**Each Student-A Person Award:** Council members ranked the five nominees and emailed their rankings to Tiffany prior to the meeting. Tiffany announced that Cliff Harbour was the nominee with the most points, and the council agreed that Cliff is the winner of the award. Julie volunteered to present the award at the Student Affairs Student Recognition luncheon on March 25th.

**Student Affairs update:** Sara discussed several current events occurring at UW. Sanjay Putrevu is the new College of Business dean and Michael Pishko is the new College of Engineering dean. UW has been interviewing candidates for the College of Law dean and is about to interview candidates for the College of Education dean. PC Call (Res. Life and Dining), Joanna Carter (Financial Aid), and Dave Micus (Office of the Registrar) have left UW, and other staff members have stepped in to temporarily fill those positions. There are five new UW Board of Trustees members who will start at the end of March. UW now runs the conference center at the Hilton, while the Hilton still maintains control of the hotel part of the business. Enrollment for the year is strong; ethnic, graduate, and full-time enrollment has increased, and the percentage of freshman returning for their second semester has increased from 90% to 92%. Sara believes this increase is due to the high level of tutoring and student support available on campus. There is $1 million of funding set aside for attracting and retaining employees at UW. There has been funding that has supported ongoing increases in salaries, the science initiative, and Athletics. Sara asked the council members for an update their own students, how they are doing, and if there are any issues they would like to discuss. Each council member gave a brief update on their children.

**Cowboy Parents staffing:** Christina Irion (staff assistant, Student Affairs) will take over the Cowboy Parents responsibilities after Tiffany graduates. Christina will support Keener with Cowboy Parents events, and Emily Cain (special events planner, Alumni Association) will help with Family Weekend planning.

**Strategic plan review:** Keener expressed that the biggest challenge for Cowboy Parents has been capturing and engaging more parents. He believes there is a lack of intangible involvement and thinks there needs to be more engagement through emails, online resources, and networking. Sara said that she was amazed about how some parents are not interested in being involved. Julie mentioned that at orientation, parents were requesting ways to get involved. Keener shared his idea about using Talent
Marks, which is a company that creates online modules for parents of students. These modules are focused on career programs to brand a culture of career awareness. The package would cost $3,700; however, the UWAA and Career Services are willing to pay $2,950. Therefore, the cost to Cowboy Parents would be $750. There would be no charge for UW parents to use these resources. Keener will send information about the modules via email for the council to review. The council will have another conference call in May to decide if they want to spend the funds for these modules.

**Family Weekend:** Keener reviewed the budget from Family Weekend 2014. Student Affairs will most likely not be able to provide funding for next year, so Keener suggested raising the registration price from $65 to $70. Sara recommended asking the various campus departments to sponsor the event. The silent auction raised $2,110 for the Student Emergency Fund. Council members will need to start asking for donations for the auction earlier this year. The football schedule has been release, and Family Weekend will most likely be September 25-27, 2015. Because this is a home football game weekend, we will need to encourage parents to book hotel rooms as early as possible. Tiffany will request room blocks at various hotels. Staff is going to try to have registration available before summer orientation.

Keener proposed several changes for this year’s family weekend. Registration will be held at the Gateway Center in the evening, instead of the Union. This will allow more time for families to check-in and parking will be free. This may also give council members the opportunity to connect with parents. There will be non-alcoholic beverages and appetizers offered at check-in. This will replace the Friday dinner at Washakie. The tailgate will be held in the Gateway Center ballroom. There will be a buffet available for the public, and Family Weekend participants will receive lunch tickets in their packets. There would be no facility cost. The auction could be set up in the plaza or outside of the Gateway Center. Council members gave some suggestions for planning for this year: don’t over program, more publicity for discounted football game tickets, have suggestions about events in the community, instead of having a fixed time.

**Freshman Orientation:** Tiffany (or Christina) will send the council members the detailed orientation schedule when it is released. Council members will help with orientation sessions, as their schedule allows. Staff will create Cowboy Parents brochures to hand out at the reception. The location of the reception is TBD.

**Cowboy Parents Budget Update:** Tiffany reviewed the budget. The main expense was the calendars. There are several calendars left over, so we will need to order less this year. The council discussed the significance of the calendar. If the goal is to break even, we will need to charge more for them. Keener mentioned getting a sponsor for the calendar to cover costs. The council agreed that the calendar is an important resource tool, but not many parents are aware of it. Sara said that she can promote it at orientation and Kathi suggested promoting it through social media. The Admissions office gives out calendars every year to freshman. This may be an opportunity for collaboration. Keener said despite the efforts of the direct mail piece and the Cowboy call Center, donation numbers have been down from the last three to four years.

**Publications:** Sara Oroz is the Student Affairs art intern for the spring semester. Sara is working on the Wyoming Family e-newsletter. The newsletter will be sent out to parents before Spring Break. Student Affairs will get another art intern for the fall semester to help with Family Weekend publications.
**New members/chair:** Pat sent letters and emails to several parents who were interested in serving on the council. However, only one parent, Anita McCoy (Casper), has responded. Pat will call Anita about joining the council and will follow up with a formal letter. Pat told the council to be thinking about who wants to be the chair for next year. She suggested selecting a chair for the following year as well.

**New business and open discussion:** The council discussed ways in which Cowboy Parents can have more of a presence in their local communities. The UWAA has some events scheduled in April. Keener will check on the locations and notify council members that are in those areas. Reaching out to community colleges is another option. Sara and Keener will talk to individuals on campus about raising awareness about Cowboy Parents. If necessary, Keener can promote Cowboy Parents in the UWAA section of the UWyo Magazine.

**Meeting format/next meeting:** The council agreed that they still need to keep the three face-to-face meetings, but it would be useful to have two or three conference calls in between. Council members will select the next meeting date during the conference call in May.

The conference call ended at 9:52 a.m.

Respectfully Submitted,

Tiffany Young