

Bradley University
Parents' Board of Directors Meeting Minutes
February 16, 2008

Present: Curtis Anderson, Keith Bauman, Sig Bjorklund, Kathy Boldt, Michael Bozarth, Jeanne Brennan, Alice Bush, Cathy Campbell, Chris Corrie, Steven Courtright, Susan Cummings, Ronda Daily, Sandra Falkin, Laura Fezouati, Audrey Fleissig, Susan Grosman, Rich Heneberry, Darrell Johnson, Brian Kennedy, Debbie Koopman, Pam Lau, Ken Lipetz, Kris Losby, Claude Lyles III, Roger Marsh, Maryann Morrison, Ed Newman, Jeff Pernikoff, Michele Reznick, Glenn Ross, Chuck Scott, Jan Subar, Pamela Suhr, Paul Towne, Brial Wissman

Jane Linnenburger, Executive Director, Smith Career Center, opened the meeting by welcoming all the parents to a wonderful sunny day at Bradley University. She requested the parents update their current information and fax it back to her assistant, Kim Taylor. Linnenburger then introduced Michelle Reznick, President, Parents' Board of Directors.

Reznick commented on the beautiful spring-like weekend for the Parents' Board meeting, and noted her appreciation for all in attendance.

Reznick asked the parents who were not in attendance at the Fall Parents' Board meeting to introduce themselves and tell about their student(s) at Bradley.

Dr. Alan Galsky, Associate Provost for Student Affairs, welcomed all the parents to the Winter Parents' Board meeting. Galsky expressed his appreciation to each parent for their service to the Board, noting their advice, commitment, and knowledge helps make Bradley University the best university it can be. Galsky noted that this is an exciting time for the University, with a lot of plans for the future.

Galsky indicated that Bradley University has one of the best student bodies in the United States. Galsky pointed out that one of the perks of his job as the Associate Provost for Student Affairs is that he gets to work with the parents' sons and daughters, noting they are each fine young men and women.

Galsky explained that the University sponsors three All-School Philanthropies; the Dance Marathon, which raised \$40,000 this year for the Children's Hospital of Central Illinois, the Relay for Life, which will raise money for the American Cancer Society and be held in April, and the "Do You Want to Dance?" contest which raises money for Easter Seals. The "Do You Want to Dance?" program was held again on Friday night of the February Parents' Board meeting and was very successful and well attended. Galsky encouraged the parents to put it on their calendar again for next year. The top three dance couples were selected from the contest, and Galsky pointed out that each of these dance videos are on YouTube and also the Easter Seals website. Voting and donations can be made on the Easter Seals website for the top dance couple. The top three dance videos will be shown during the Easter Seals Telethon, with the winning couple receiving a

check for \$250. Another recently held philanthropic event called “Game Ball Run” raised \$32,000 for the Children’s Hospital of Central Illinois. This event involved one of our fraternities dribbling a basketball from ISU to Peoria the day of the ISU-Bradley basketball game.

Galsky indicated that the Division of Student Affairs sent two students to a conference on student ethics called the National Conference on Ethics in America at the US Military Academy at West Point. Bradley University is one of a few universities that does not have a ROTC program and that receives an annual invitation to this program.

The Division of Student Affairs also sent two students to the Washington Center for Internships and Academic Seminars. This is a two week winter seminar program dealing with politics and the media.

Galsky also pointed out that the Division of Student Affairs nominated six Bradley junior women for the Glamour Magazine Top Ten Collegiate Junior Women of the Year Program. He also reported that Bradley University Association of Residence Halls was named School of the Year at the recent Illinois Residence Hall Association statewide meeting. All these accomplishments, Galsky added, are just a sampling of what your sons and daughters do collectively here at Bradley.

Galsky stated that Bradley’s Summer Enrichment 2008 Program will again feature a Leadership Program, along with a Nursing Program. Brochures were distributed to the parents, and Galsky encouraged the parents to share the brochure with friends and neighbors. Galsky noted that many students end up coming to Bradley because of their involvement with the Summer Enrichment Program.

The “Helping Students in Distress” – Tips for Faculty brochure was also distributed, with Galsky noting it was recently updated.

“What They’re Reading on College Campuses” was distributed and The Kite Runner was by far the most read book of all. A total of 35 books were read amongst the Top Ten books.

Galsky informed the parents that talks were in the works again with the Peoria Charter Coach regarding a charter bus to St. Louis. Galsky hoped to give the parents an update at a later meeting.

A question was asked whether Siblings Weekend was intended to be the same weekend as the Winter Parents’ Board meeting. Galsky noted that it was and the parent expressed her appreciation for that.

Reznick asked for the approval of the October 27, 2007, Parents’ Board minutes. Roger Marsh made the motion to approve the minutes and Keith Bauman seconded them.

Reznick asked all in attendance to stand for a moment of silence regarding the tragedy at Northern Illinois University this past Thursday.

Reznick introduced Bradley University President Joanne Glasser. Glasser pointed out that last Friday, February 8th, classes were cancelled due to inclement weather. Glasser noted that she was in Florida at the time, but the report she was hearing early on (at 4:30 a.m.) was for up to ten inches of snow. After much discussion and considering the safety of the students, a decision was made to cancel classes. Glasser noted that she received very appreciative emails from students which affirmed that the right decision was made.

Glasser pointed out that the safety and security of everyone on campus is paramount to Bradley. She noted that we all live in dangerous and unsettling times and that the world is different than when the parents were in school. Glasser stated that thoughtful, cautionary decisions to provide the best and safest atmosphere on campus are currently being made, and that everything is being done so that the teaching and learning environment at Bradley is as safe as possible. Glasser explained that Stage One of the enhanced lighting on Bradley's campus is now in effect, with Stage Two happening as we speak.

Glasser encouraged the parents to ask their students to make sure they have registered with Bradley's ForeWarn System. Glasser pointed out for students without cell phones, parents, and others, they can check for an emergency message on the Bradley's website. A hotline phone number (309-677-4000) is available for the most current emergency message. Olin Hall and the Cullom-Davis Library presently have the capability of a Public Address system. The University is working on installing similar PA systems in other buildings. The carillon bells will serve as the base for an oral message alert emergency system. Glasser noted that Bradley is well underway to put things in place in case of an emergency, but added that senseless acts like what happened at NIU cannot be predicted.

Glasser sent out an email to the Bradley community regarding the NIU tragedy in which she indicated that counseling services would be available to Bradley students. Glasser reiterated that these are indeed difficult times for young people and that all need to take responsibility to make this a safe campus by reporting any unusual behavior.

Glasser reported that the Bradley Renaissance Campaign Kick-Off will be held on Thursday, April 24th, at the Peoria Civic Center, and it will be a black-tie event. Glasser said that students from many different organizations will be invited to the Kick-Off. At the Kick-Off, an announcement will be made regarding goals for the campaign and lead gifts that Bradley University has received so far. Glasser pointed out that at the present time the first goal of the Campaign is the Markin Family Student Recreation Center, which is right on schedule for completion in October 2008. Glasser added that she knows first-hand what these recreational centers can do for students, for recruitment and retention. A 650 space parking garage will also be open in the fall. The third building will be the replacement for the Robertson Field House, which will begin when the Field House is torn down in April. This new facility will be the home for the Lady Braves

volleyball and basketball, as well as for concerts, December commencements, and a variety of other programs and activities.

Glasser further explained that the Bradley Renaissance Campaign will also involve a brand new conversion of the Business and Engineering into one new facility, the expansion of Westlake, the second oldest building on campus, and a brand new Alumni Center. These new buildings will truly transform Bradley's campus.

Glasser informed the parents that she has appointed a committee to help with marketing (branding) Bradley so Bradley can have a consistent identity. Glasser explained that she did not want Bradley to be the 'best kept secret' in the world, so an expert is being brought in to help get this message out. This will help Bradley define "its front door" to campus, which will be a part of Bradley's branding.

The third priority that Glasser explained is the diversification of undergrad enrollment. Currently 87% of Bradley's students come from Illinois. More recruiting needs to be done nationwide, Glasser added; this will enhance Bradley's reputation.

Glasser discussed the importance of the Graduate School at Bradley, noting that the nationwide trend is definitely moving towards additional higher education. Bradley therefore plans to expand its graduate programs. This expansion, however, will not in any way curtail the emphasis on undergraduate education at Bradley.

Glasser shared that she had been busy traveling and sharing the Bradley story with many alumni and friends of the University. She noted that she has enjoyed spending time with students, and she has had the opportunity to visit residence halls, plays, and events on campus. Glasser expressed to the parents that she hoped that their students have felt they have a president who is receptive to their needs. She noted that Bradley's goal is to make every student's experience here a very special one.

Glasser answered several questions from the parents. One was whether Bradley's building program will need to acquire more land. Glasser answered no, all the new building projects will be done on existing space. A clarification regarding the timeline for the replacement for the Field House was answered by Glasser, noting it will take approximately 24 months.

Reznick thanked President Glasser for her time with the Parents' Board and agreed with Dr. Galsky noting that the 'best is yet to come' with our new President. Reznick stated that Glasser has indeed made a difference already at Bradley University, noting her appreciation and care for Bradley students.

Reznick introduced Kath Conner, Senior Director, Public Relations, and Chuck Ruch, Associate Provost, Information Resources & Technology. Conner gave an overview of the ForeWarn emergency communication system, which includes text messaging, telephone hotline (x4000), email messaging, voice mail messaging, and website notification. Conner explained that text messaging was just added this past summer.

Currently 3,150 participants have signed up for the ForeWarn text messaging, including the 400 just recently added this past week. Conner clarified that the telephone hotline is for sharing of information and updates on emergency situations. Text messages are also used for this, along with severe weather updates.

Ruch explained that when students register for fall classes, a prompt will appear to register for text messaging. Students can opt out, Ruch noted, but they will still need to go to that site to make that request. A 'hold' will be put on the student's registration until the student responds to this prompt. Ruch also pointed out that 37 students have opted out of signing up for the ForeWarn text messaging. Reasons why students have opted out could be because they do not have a cell phone or possibly do not have a text messaging plan.

Ruch pointed out that if an emergency happened, Bradley would respond in a similar manner as NIU did with their succinct updates on website. He added that Bradley has fixed messages in their system to cover different emergency events. Ruch further explained that text messaging is by far the fastest way to send messages to students. Ruch also pointed out that certain cell phone vendors have better reception on the Bradley campus than others, and this topic is discussed at Orientation.

Ruch addressed the suggestion about sending the emergency message to the phones in the dorm rooms. He noted that all dorm rooms have phone lines but not all have phones. 95% of students have cell phones so Ruch emphasized the importance for all students to sign up for the ForeWarn text messaging system. It is not expected that 100% of students will have signed up for this system, but the goal is a large percentage will, which will help alert everyone in a room when there is an emergency.

Another way to communicate an emergency is through the carillon bells, Galsky explained. Galsky said this system will be tested within the next few days. Ruch added that another means of communication is through the fire alarm system.

Galsky indicated that the student health fee will increase in FY08-09 from \$108 to \$144 a year. Galsky explained that part of the increase in funds will be used to hire an additional professional counselor and to support programs in the Wellness Center.

Maryann Morrison, Chair of the Advancement Committee, explained that students made phone calls during January and February to contribute to the Parents' Fund. 38% of the Parents' Board have contributed so far, compared to 59% from last year. Morrison noted the Committee reviewed progress reports of grants submitted from last semester, and pointed out that SWE (Society of Women Engineers) thanked the Parents' Board for their contribution. SWE also submitted a report of how the money was spent for their regional conference, which attracted 600 out of the 700 participants from outside Peoria. Morrison reported that grants for next year will be reviewed at the next Parents' Board Committee meeting in April. Morrison reminded the parents to use the in-kind expense form and/or make a contribution to the Parents' Fund. A parent commented that the

student that called her for a contribution to the Parents' Fund was very kind and respectful.

Jan Subar, Chair of the Enrollment Management & Retention Committee, noted that recruitment was in full swing. Subar explained that overnight sessions for prospective students will take place in the next few weeks. 1080 is the target number for the Freshman 2008 class, and Subar reported that that goal looks like it will be reached. Applications for freshmen are up 3.1% over last year, but admissions and enrollment deposits are currently down. Financial awards will be coming out in the next few weeks, which will motivate students to make their deposit.

Subar explained that many programs on campus help with the freshman-sophomore retention rate. Subar also distributed a sign up sheet, encouraging parents who live outside of Chicago to sign up to be available to prospective students and their parents. Subar noted that the contact information will be given to the prospective parents, who can then contact a Parent Board member if they have questions.

Claude Lyles III, Chair of the Smith Career Center Committee, noted that each parent had the Smith Career Center Report on 2006-07 Graduates, and that Linnenburger will answer any questions at the Spring Parents' Board meeting. Lyles encouraged the parents to check out the Smith Career Center's website for the 5 Co-op Student Award winners. Lyles gave an update on the spring semester activities, including the Job Fairs this winter, which had some weather related cancellations. Lyles pointed out that students should start early in coming to the Job Fairs, and encouraged the parents to encourage their student to attend beginning their freshman year.

Lyles reported that the Fall Workshop, "Parents as Career Planning Partners" was well attended by 35 parents and 5 students. It was noted that next year's program will be even better!

Lyles pointed out that ten more parents have signed up for the Parents Career Network, in which parents volunteer to mentor students in their job search. Parents are still needed, Lyles explained, to help students with possible internships. It was noted that a mailing will be going out soon to undergraduate students regarding the Smith Career Center.

Chris Corrie, Chair of the Special Projects Committee, highlighted three special projects that the Committee reviewed. Corrie reported that Joyce Shotick reviewed her plans for the Parents' Board calendar. The budget for the calendar will be approximately \$8500, and the calendar will have a "We are Family" theme. Corrie indicated that the Committee is further discussing the Parents' Board student recognition award idea. Corrie noted that the Committee has received 21 nominations for the Parents' Board Award of Excellence, with three professors being nominated twice. The award will be presented at the next meeting.

A proposed 2008-09 Parents' Board budget of \$15,500 was distributed to the parents. Corrie clarified a couple items regarding the proposed budget. The \$800 budgeted for

'miscellaneous' is for the mailing to parents of seniors, and other Committee projects. He also noted that this year's proposed budget is comparable to last year's budget. The Parent Board calendars will be mailed bulk rate. If a parent notifies Bradley that they have not received the calendar, a calendar then will be mailed first class. Also the gifts to senior parents have been changed from a plaque to a Bradley crystal paperweight. Brian Kennedy made a motion to pass the budget proposal, and Charles Lyles III seconded it.

Galsky was going to address the question from the last Parents' Board meeting regarding acquiring St. James apartments, but because of lack of time, this will be addressed at the Spring Parents' Board meeting.

Linnenburger pointed out that because of time constraints, she would pass on presenting her Report on 2006-07 Graduates, but noted that the placement rate for 2006-07 graduates is 96%. Linnenburger added she would be willing to send anyone the power point, if they would like.

Reznick reminded the parents to be sure and submit original receipts with their in-kind expense form. These forms need to be turned in to Linnenburger's office, which they will send to the Controller's office, and then back to you for your taxes.

Reznick noted that immediately following the Board Group Photo the members should proceed upstairs to the Student Center Ballroom for the Parents' Board Annual Appreciation Luncheon.

A motion was made to adjourn the Parents' Board meeting by Claude Lyles III and then seconded by Ronda Daily.