

Minutes for the Executive Committee of the Mary Baldwin College Parents Council Meeting October 7, 2011, 11:00 a.m – 3:00 p.m. Alumnae House

Catherine Norton, Co-president of the Executive Committee of Parents opened the meeting with the Call to Order.

It was asked that packets with all information from this meeting be mailed to Parent Council members, unable to attend this meeting.

Present at this meeting were: Catherine Norton, Sophia Dacosta-Reyes, Randi and Mike Oglesby, Chuck Henck, David Atchley, Anne Holland, Angela Cline and Liz Shupe. Introductions were made by all. Chuck Henck requested that a copy of *To Live in Time*, be given to all PC members (this was included in the packets sent to absent members).

Forms for updating information were handed out, and the information in the packets was reviewed. David Atchley gave an update on the college and her students.

- Approximately 330 new students 2011-2012 school year.
- Target/perfect incoming class size would be 350. Record applications.
- Retention is up 3%. Discount rate flat at 54%.
- Masters programs are strong, ADP has mushroomed.
- Parent Council is very important to MBC's success.

Information given on Allied Health, to be voted on at the end of October at the Board of Trustees meeting.

- Need for mid-level providers – new graduate programs, Physician's Assistant, Occupational Therapist, Physical Therapist.
- 300-500 new students, age 25-up
- Need for a new Dean, New facility and new faculty.
- Clinical rotations at local doctor offices and Augusta Health in Fishersville.
- Accountable Care Act – Rural Health, will be located in Staunton or Augusta County.
- Program to be fully loaded in the 2016-2017 school year.

New staff hired: Liz Shupe, Tamara Brainerd, and Janet Peacock as Directors of Development (Major Gift Officers), Kara Jenkins, Phonathon Coordinator. Retention is more important than hiring.

Annual Giving Participation is up 24%, up 2 percentage points. We have already raised the endowment goal.

- Pearce still has 2 million to raise for 3rd and 4th floors.
- The Hunt and Hill families have been approached for the lead give of 2 million for renovations to the Lyda B. Hunt Dining Hall. The renovated dining hall will include wellness and dining, the 3rd floor will bridge with the upper (old SMA) campus as a green space. There may be bricks to purchase (named) for alumnae/ and parents to participate in a campus "green space". A meeting is planned with the Hunts the middle of October, should know by Christmas for sure if there will be a gift. Catherine wanted to know how PC can help. David sees this as a place where PC can help. He also wants to build this group to 20-25 members, recruiting 16-20 at every meeting. David has a group of new people to invite. Catherine asked if the current PC members know anyone who would be great for PC to let David know.

Alumnae House renovations were discussed. Renovations to the Alumnae House will include the downstairs for meeting space and the upstairs as 4 guestrooms. Katherine Jackson Anderson '80 is lending her design efforts for the Alumnae House. Alumnae/i and Parent Relations staff are now in the SAC Loft.

Dining Hall Presentation by Tracy Hiner, Director of Food Services MBC.

During the winter break, the furniture in Hunt East and the mezzanine will be replaced. Tracy has watched their product improve, so the need for furniture will follow the plan for the renovation. There will be new food bars, new beverage bars and a new salad bar. A designer from Chicago was asked for input. Tracy told of his new role as director. Student, faculty and staff input are important. There are comment forms for students to fill out (paper and online submissions). Breakfast hours have been extended, by request. 2200 meals per year, 18 week fall cycle, 17 week spring cycle. New menus for each day are based on the season and what is available. Meals are on the website at: <http://www.dineoncampus.com/mbc/>. 50% of the whole meats are from local producers in Stuarts Draft and Harrisonburg, VA. You can see and taste the quality.

The Parent Council needs to know what Dining Services is doing.

- 8% of the produce comes from local farms. We have no waste because we buy the entire pig, cow and chicken. Sustainable meal plan.
- Mary Van Nortwick went to a meeting for and the contract about sustainable meal plans. There were focus groups in order to produce this program.
- Did a test of waste, they could save 50%. 52% going back into the program. If you are not wasting then we can put it back into the Dining Hall.
- Tracy wants to emphasize quality, not quantity. There have been few complaints. The food bars were created on this concept. Increased portion sizes to get a nice healthy portion.
- Not set up now for exit payment, but the new re-orientation will have that.
- There are gluten-free products, and a designated area for these items.

Commencement

Catherine wants to have a committee of PC to help with commencement.

Anne Holland will communicate with Catherine about the commencement plan.

Chuck wants to know if we get the community in the know about events on campus.

Talked about College Fairs and they received the list of fairs in Virginia.

Parents might want a Facebook page.

Want to have a membership of 20-25. Diversity

Keep your eyes and ears open this weekend.

New event for students something during Junior Dads

Career – have an event that is career oriented. Have a conference call. Get the PC members to attend the sessions and take notes and then we will have a conference call about this.

Talked about the guidance counselor event. Catherine will get this list form Roberta of the school's from which they come.

Full Parent Council Meeting, Sunday, October 9, 2011, 9:45 – 11:00 a.m. Spencer Center

Welcome –

Introductions –

Tracy Hiner talked about the Dining Hall and sustainable meals. Talked about local foods and going green, buying whole cows, pigs and chickens.

Andy Modlin told them about the Latino meal through the Latino Gateway.

- They gave their input and menus for this.

David Atchley talked about the Hunt parking area being taken out, 1-2 million project to renovate the Lyda B. Hunt Dining Hall. It could start as early as this summer. Working on campaign for parents.

Allied Health – Masters Programs of Physical Therapy, Occupational Therapy, and Physician Assistant. If confirmed by BOT will create a good environment for a new community.

Tuition doesn't cover ½ the cost of running MBC, support the college and give back.

David encouraged participation and bringing in prospective students. Catherine will get a school counselor to come to the events.

Lynn Gilliland-

- If parents need anything to contact Alumnae and First and Second Year Experience for student's
- tutors and peer mentors. Make students solve their own problems and seek help.
- Can use help with Future Freshman Friday March 23-24, PEG overnight March 25, 2012. Haven't had any students leave until this week. A student is leaving today, because her parents don't want her here, extenuating circumstances. Some want the big school experience.
- Can create independent majors. Lose the students between 1st and second year. Those students, who stay, graduate in 4 years. Opened up housing lived together as a community of first year students.
- There is an Upper class housing committee to look at students who are doing really well, points were given for being a good student. 660 students live on campus, this is about 90% of all students.
- If you move off campus, you have to have a good reason, consult with student life and your family, students that go through housing are guaranteed a room.
- Healthcare coverage for students through Student Health, Augusta Health, 40% of students don't have health insurance. Insurance will be part of tuition, every student would get health insurance unless you have comparable insurance or you could get it anyway. Would this health insurance have different tiers? Question was asked about this. Lisa Wells has a meeting this week and will ask that question.
- If you opt out of the insurance then there would be a decrease in tuition. Don't let the students opt out of insurance without parents' permission.

Andy –

Make sure student's let High School's know that MBC worked for them. Go to events, College Fairs, bring guidance counselors to events.

Get visit days from Andy. Keep in touch with what is going on in both State and Federal levels, they could change.

Information cards were given out to update parent information.

Southern PA hasn't heard of MBC, expanded markets include Philadelphia. The Admissions office is teaming with Institutional Advancement in Dallas. Let us know places that we need to visit.

MBC purchases names nationally for VWIL recruitment, 50/50 in state/out of state. Get your daughter's coaches involved too.

Catherine asked that we bring somebody from middle schools also, Possible PEG program, Early College program.

Forms given out for feedback on family sessions and family weekend

Give us names of possible PC members too.