



The Pathway to Success Strategic Plan

2014-15 End-of-Year Report: Goals 1-3

Goal Initiative #: 1.4

Initiative Title: Parent and Family Programs

Initiative Chairs(s): Freda Luers and Loni Mantooth

1. Specific accomplishments/achievements since 2013-2014 report:

- Increased staff to include a Family Outreach Coordinator
- Joined AHEPPP (Association of Higher Education Parent Professionals and attended annual conference
- Increased Family Day participation
- Break Transportation Contract Renegotiation with Turner Coach
- Created and Distributed a Family Communication Survey
- Publication of regular E-Newsletters
- Revamped Family/Parent Website
- Collaborated with Alumni Association's Legacy Award (during Family Day)
- Increased presence at orientation and Admissions events

2. Objective/Actions Not Achieved:

- FY15 goal of ridership for break transportation. Goal was 325 and as of winter break only had 114 riders.
- FY15 goal of contact during move in. Goal was 300 had 146 contacts.

3. Benchmark table and benchmark detail:

- Increase attendance at Family Day – 680 registrants
- Grow Break Transportation – 114 riders
- Increase contact at Move-in Tent – 146 contacts

4. Total Funding Allocation for 2014-2015:

- \$15,000

5. Expenditures as of report date:

- \$7500
- Encumbered costs for FY15 remaining
 - Printing of Resource Guide and Calendar of Special Events for Families
 - Printing of materials for Families for New Student Orientation

- Membership in AHEPPP
- Letters from Home (homesickness) campaign supplies
- Family experience event at spring commencement supplies

6. Anticipated Remainder June 30, 2015:

- \$0

7. Initiative accomplishments since inception of strategic plan:

- Increased staffing support to include a Family Outreach Coordinator
- Family Day has increased both in registrants and collaborations (108 in 2008 to 680 in 2014)
- Move in Information Tent has been consistently utilized
- Continued web and Facebook presence
- Started and continued development of Break Transportation
- Family Newsletter has evolved from written to on-line
- Family Surveys has evolved from general to targeted questions
- Special initiatives with other areas, i.e. Alcohol Brochure
- Letter and magnet from President Bradley to the families of the first-time students
- E-card series for families to send to students
- Systematic explanation process of Proxy Access system and FERPA to families/parents
- Review of Parent Association options
- Review of Parent Fund (ISU Foundation) solicitations

8. Looking ahead, what recommendations do you have for the future of this initiative:

- Use AHEPPP member resources to our fullest advantage
- Enhance Family Day offerings with classes and continuing to develop collaborations
- Ongoing education and programming efforts for parents and families
- Transfer funds to a baseline budget

9. What barriers do you anticipate for full implementation of these recommendations?

- Impact of construction on annual activities
- Low ridership – Break Transportation Contract
- Staffing model to continue advancement of family programming
- Importance of family programming to campus partners

10. At this point in the implementation of the strategic plan, do you believe that there are new points of emphasis for your initiative? If so, please explain.

- Additional family programming – e.g. Letters from Home
- Enhancing Family Day activities – e.g. mini classes, partnership with Downtown Terre Haute and associated businesses
- Family Program Assistants – Orientation Leaders responsible for families

11. Looking back from this point in the implementation of the strategic plan, do you see any missed opportunities related to your initiative?

- Encouraging local/regional families to participate in special events on campus
- Lack of partnership development with various departments; e.g. academic units

12. Has this initiative been sufficiently integrated into your operations?

- Yes – normal operations are based on this funding and meeting the goals of our initiative.

13. Do you see opportunity for this project to work more closely with another initiative(s) or University department such that greater impact might be possible (briefly explain)?

We are open to suggestions and collaboration efforts