

Initiative White Paper / Budget Request Form
Goal #1 Initiative #5
Develop programs for the parents and families of students

Introduction/Background – What will you do?:

Parents, siblings and other family members serve as major stakeholders and sources of support for our students. The work group has targeted the strategies listed below as a way of increasing and centralizing the University's interaction with these stakeholders and makes them true "parent partners". In the past year, we have made great strides in communicating with parents and families on year round bases. We will continue to utilize the tools we have in place while expanding and broadening our efforts.

Proposal/Purpose/Justification – Why will you do it?:

Our positive interactions through a variety of programs with parents and family members can prove to be an invaluable resource in helping to keep students in college.

This initiative relates most directly to:

*Increase Enrollment and Student Success

*Community Engagement

Work Plan – Action Steps –

How will you do it – brief work plan – please point to Benchmark Goals?

Action #1 and 9

Our group will continue to work with First Year Programs to provide resources and activities for parents and siblings during New Student Orientation Sessions. This will provide the foundation for the students to be successful, feel connected to ISU, and will encourage siblings to think about Indiana State in their future plans. (Increase Enrollment and Student Success)

Action #4

By working with a diverse of individuals across campus and the academic units we hope to build out activities for students and their families during Family Day and Sycamore Hoopla. (Student Success and Community Engagement)

Action #7

This is the first regularly scheduled communication piece to students and families. By working with the Office of Communications and Marketing and the Office of the President, the letter is sent to new incoming students under the age of 21 within the United States welcoming them to the Indiana State family. (Student Success)

Action #10

Continuing our efforts from New Student Orientation, we will be available during move in weekend (Friday – Sunday) to provide directions, guidance and advice to families and students as they move in to campus. (Student Success)

Action# 11

In working with our work group, we will develop questions for parents regarding their experience with Indiana State. This will help us guide our efforts as well as First Year Programs. (Increase Enrollment and Student Success)

Reporting and Deliverable Schedule – When?:

Each of these action item in addition to our non-budget items will be discussed during our bi-weekly work group meetings. This information will be shared with our Initiative chairperson on a bi-weekly basis. Action items completion dates vary. Some action items are ongoing (i.e. web page) while others link to a specific date (i.e. Family Day).

Budget – How Much will it cost?:

Action #1	Request: Continue to enhance parent and family orientation program
Amount:	\$2,000
Action #4	Request: Support for Family Day (9/24/11) and expand to Sycamore Hoopla (Spring)
Amount:	\$3,000
Action #7	Request: President’s letter and information magnet to new incoming student’s parents
Amount:	\$1,500
Action #9	Request: Materials for sibling involvement during new student orientation sessions
Amount:	\$750
Action #10	Request: Materials and supplies for Parent Information Tent during fall move-in
Amount:	\$500
Action#11	Request: Printing and postage for postcard to parents regarding online surveys
Amount:	\$1600

Management Plan – Who (by name if possible) will do the work?:

Action #1 Parent experience at New Student Orientation –
Who: Freda Luers, Paula Meyer, Tara Singer and Joe Thomas

Action #4 Family Day and Sycamore Hoopla
Who: Freda Luers, Paula Meyer and members of the planning team (John Sherman, Heather Miklozek, Stephanie Percy, Jessica Robinson, Dara Middleton, Della Thacker, Brittany Greene, Stephanie Jefferson, Rachel Mundell, Regina Atkins, Tracy Machtan, Peter Leek, Gary Ballinger, Jake Eubank, Elonda Ervin, Judy Conner, Jennifer Cook, Molly Hare, Nancy Cobb Lippens, Lynette Brown, Steve Smidley and Aimee Janssen Robinson)

Action #7 Incoming student’s parent letter from President Bradley
Who: Paula Meyer, Tara Singer, Brenda McBride

Action # 9 Sibling involvement in New Student Orientation
Who: Freda Luers, Paula Meyer, Joe Thomas, Rich Toomey

Action #10 Parent Information Tent
Who: Paula Meyer, Freda Luers, Kevin Smith, Kelly Hall

Action #11 Printing and postage for online survey
Who: Paula Meyer, Marcee Everly, Freda Luers, Tonya Balch

Outcome Assessment & Future Testing – How Well did we do?

How will we know that we have moved us toward our benchmarks goals?

An assessment was completed for each of the activities/programs that we participated in or coordinated. These assessments provided us with attendance numbers as well as written comments from those that attended.

We will continue to review each of our initial benchmark goals and compare the progress we have made to each.

Budget Narrative for Goal 1 Initiative 5

1. **Action #1:** We work closely with First Year programs to assist in the enhancement of the parent program during new student orientation. This will include providing resources, door prizes, interaction with Initiative group members and other staff/faculty, and networking opportunities. This will include both summer and spring new student orientations.
2. **Action# 4** Family Day 2011 is being organized by a cross section of staff, faculty and students. The sibling activities have been expanded again to include 3 new academic units. The events are purposefully planned to offer a variety of experiences to those in attendance. We will work directly with the Sycamore Hoopla Planning Committee to assess how we can include parents and families.
3. **Action#7** We continue to support the mailing of a letter from President Bradley to the families of the first-time students. The letter invites them to be an active participant in their students' collegiate experience. As a resource for families, a magnet with contact information for the Parent Advisor, other key resources and the parent website is included on the magnet.
4. **Action #9** We work closely with First Year programs to provide resource materials for younger siblings/children that are attending New Student Orientation during the Spring and Summer, with their brother or sister/parent. These materials will include coloring pages, crayons, etc.
5. **Action #10** The Parent/Family Information booth was set up during the 2010 Residence Hall "Move In Days". We are continuing to develop this booth as a resource center for the 2011 move in.
6. **Action # 11** An initial general survey and a specific survey geared towards break transportation was done in 2010-2011. The plan is to revise the general survey for 2011-2012. In addition, we would work with Communications and Marketing to initiate a survey for the readership of *ParentLink*.