

# Strategic Plan – Initiative Work Plan FY2015

**Initiative Name** Develop Programs for Parents and Families    **Date** 5/15/2014

**Goal # 1**    **Goal Chair(s)**    Carmen Tillery, Josh Powers and John Beacon

**Initiative # 5**    **Initiative Chair(s)**    Freda Luers , Paula Meyer (outgoing)    Loni Mantooth (incoming)

## **Thesis Statement**

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 optimizing the University's interaction with these stakeholders and making them true "parent partners".

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### **1. Introduction/Background – What?**

In fall 2010, 63.6% of undergraduate students at Indiana State University were 25 years old or younger. Students in this age group – the Millennial generation – often share close relationships with their parents, and those relationships continue when the students begin their college studies. Parents today are playing a much larger role in their students' lives than in the recent past. Veteran as well as first generation parents play an important role in keeping their student in school. It is our goal to get them engaged with Indiana State and gives them the information they need to guide their student and feel like a member of the ISU Community.

### **2. Proposal/Purpose/Justification – Why?**

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

### **3. Discussion of Past Years Results – Benchmark Successes?**

Our most successful program has been Family Day which has grown exponentially since 2008. We continue to add younger sibling activities courtesy of our academic partners – Bayh College of Education, College of Arts and Sciences/Community School of the Arts, College of Nursing, and Health and Human Services. For the second year, families were invited to participate in a community service activity. In 2008 there were 108 families registered compared to 450 registered families in 2013 with 1445 check in.

We collaborated with Turner Coach, Inc. to provide break transportation for Thanksgiving, Winter and Spring Breaks. We have condensed down to one route Indianapolis Airport/Northwest Indy loop/Northwest Indiana/Chicago. We promote the service; student and families make reservations and payment directly to Turner. A large majority of parents who utilize the service have nothing but praise that Indiana State offers this program.

During the Fall Semester Move-In we again had volunteers staff an information tent to answer questions from parents, student and other family members. Our estimated number of contacts was 225, up from the previous year's total of 157.

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## **4. Work Plan, Next Fiscal Year – Action Steps – Process – How?**

- 1) We interact with Parents and Families during the New Student Orientation program. In addition we continue to work with First Year programs to provide resource materials for younger siblings/children that are attending New Student Orientation with their brother or sister/parent. These materials will include coloring pages, crayons, etc.
- 2) We will continue to setup a tent on Dede Plaza during Move-In weekend to answer questions, give directions and help parents, family members and students through a stressful time. We are working with other departments that utilize the same space to make sure we are not duplicating information or services.
- 3) Family Day has grown to include academic units, student organizations and targeted programming for younger siblings and a community engagement activity for the whole family. The committee, made up of representatives from a cross-section of campus, is looking at ways to involve more units with activities for multiple generations.
- 4) We will work with ISU Purchasing Department to renegotiate the contract with Turner Coaches to provide break transportation for Thanksgiving, Winter and Spring Break. We have condensed down to one route Indianapolis Airport/Northwest Indy loop/Northwest Indiana/Chicago. Students and parents make reservations and pay directly to Turner. We partner with International Programs and Services, Student Government, Residential Life, Greek Life and the Charles E. Brown African American Cultural Center to promote and publicize the service.

## **5. Reporting and Deliverable Schedule – When?**

This information will be shared with our Initiative chairpersons and partners. Action item completion dates are linked to a very specific date or time period (such as Family Day or Break Transportation).

## **6. Budget – How Much, a General Discussion of Funds Use?**

\*Supplies and Expenses: \$11,500

- Program Support for Family Day, New Student Orientation, Move-in Information Tent (\$8000)
- Publicity, Printing, Postage and Professional Association (AHEPPP) Membership (\$3500)

\* Travel (2 staff)to AHEPP (Association of Higher Education Parent and Family Program Professionals bi-annual conference - \$3500

## **7. Stakeholders and Management Plan – Who?**

- 1) Orientation/Move-in: Freda Luers and Loni Mantooth
- 2) Family Day: Freda Luers and Loni Manthooth and members of the planning team (John Sherman, Jessica Starr, Dara Middleton, Crystal Meyer, Laura Froelicher, Stephanie Jefferson, Abbe Hendrix, Regina Atkins, Tracy Machtan, Stephanie Jeffers, Chelsea Carlin, Aaron Slocum and many others)
- 3) Break Transportation: Freda Luers, Annette Trotter from Turner and Kevin Barr, Purchasing

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## **8. Outcome Assessment & Future Testing**

We plan on collecting student 991 numbers when we can. Some of our activities, such as Family Day and break transportation, lend themselves to that type of data collection. Other activities, such as Orientation/Move-in, are just numbers. However, we have been doing many of our activities since the Initiative was started so we are able to compare current numbers with those from the past and watch trends.

## **9. Line Item Budget Discussion that tracks Budget Templates ...**

\* Programming (Family Day activities (parents and siblings) and food, coloring books for New Student Orientation (younger siblings), information and tent supplies for Move-in)- \$8,000

Our Family Day numbers continue to grow as a direct result of larger incoming freshman classes. The large numbers quickly absorb the funding for Family Day through Student Affairs. We have had to rely on funding from this line item to cover programming costs, such as purchasing supplies for our sibling activities, as well as food and giveaways at our tailgate.

We incur other costs printing coloring books and purchasing crayons to distribute to younger siblings attending New Student Orientation as well as tent supplies for our Move-In tent, where we provide support and direction for students and their families during this stressful time.

\*Publicity, printing, postage and professional association membership (Family Day, Break Transportation) - \$3,500

Support is being requested to support a postcard mailing of invitations to attend Family Day and to fund flyers and advertising to promote Break Transportation.

Funds will also cover printing expenses that we incur at Orientation, where we distribute contact and date cards to parents and have information about Break Transportation available. Break Transportation flyers are also printed and distributed physically throughout campus a couple of times throughout the academic year in addition to being available at Orientation, Move-In, and Family Day.

\* Travel to AHEPPP bi-annual conference - \$3500

Attendance at this bi-annual conference, set for Nov. 10-12 in San Diego, to network with other parent professionals around the nation in order to grow our programming for families. We hold a professional membership to AHEPPP.