



Extending the Family: Developing a Family Association



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Program Objectives

-  Philosophical & Theoretical foundation
 -  Action Plan & Timeline
 -  Marketing Strategy
 -  Programmatic Model
 -  Fundraising & Development Plan
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A world map is visible in the background of the title banner.

Parents @ LSU

A yellow briefcase icon is positioned to the left of the main text.

Parents will forever
be an integral part of
daily operations in
higher education!



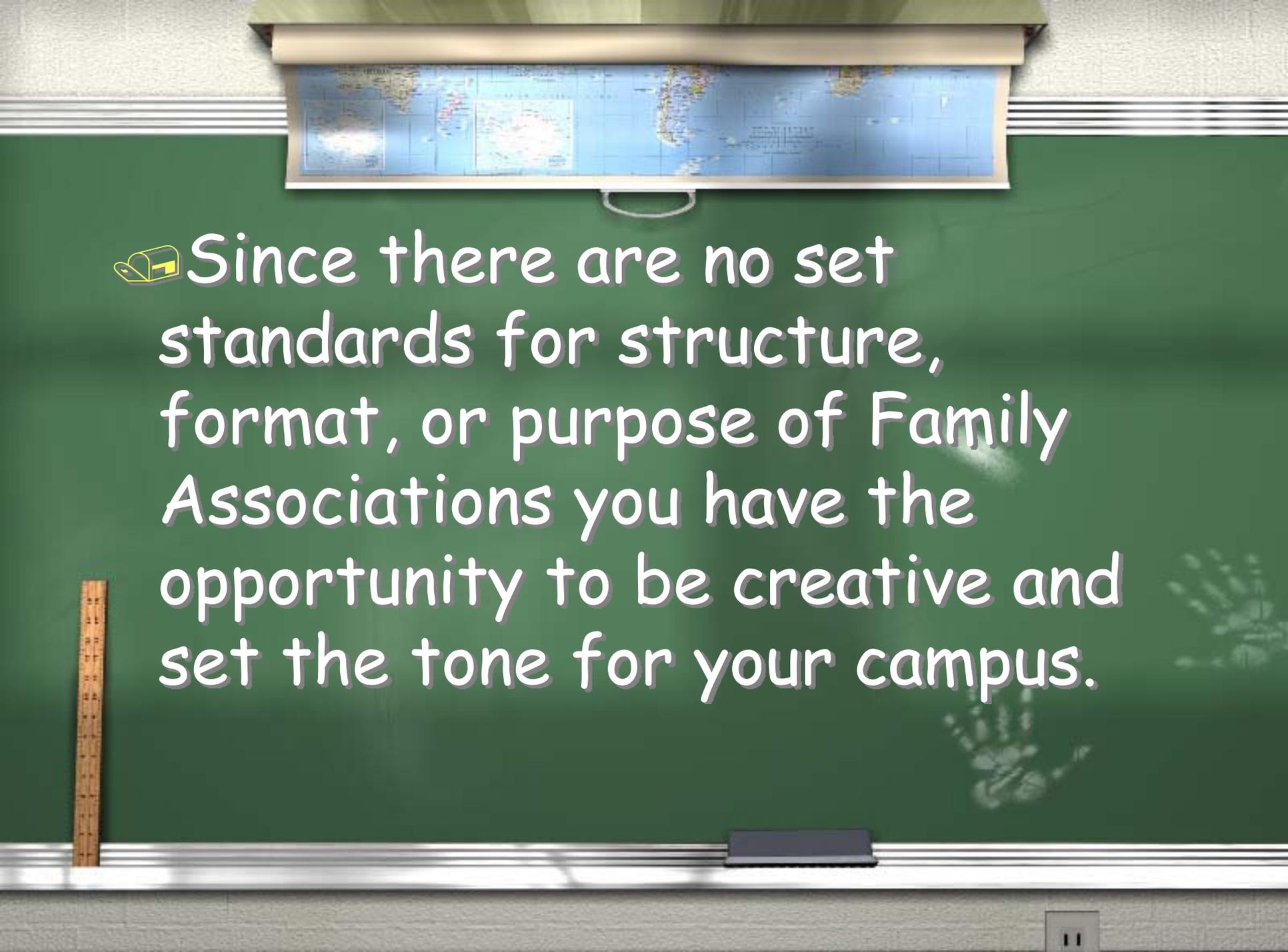
 We must carefully navigate the complex relationship with parents, students, and the institution.





- 📖 Minimal data exists on the history of Family Associations.
- 📖 Research has slowly begin to grow.
- 📖 There are several opportunities to better understand the benefits of connecting with parents.

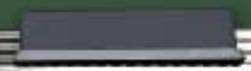




📖 Since there are no set standards for structure, format, or purpose of Family Associations you have the opportunity to be creative and set the tone for your campus.



- 📁 LSU has had a Family Assoc. for approximately 15 years.
- 📁 Unfortunately there has been no continuous information tracking or research conducted.
- 📁 It was also an untapped resource for development.





 In fall of 2006, leadership wanted increased emphasis on parents.

 Prior activities only included a fall newsletter and a Family Weekend.

 Parent/Family Orientation was conducted in the summer.



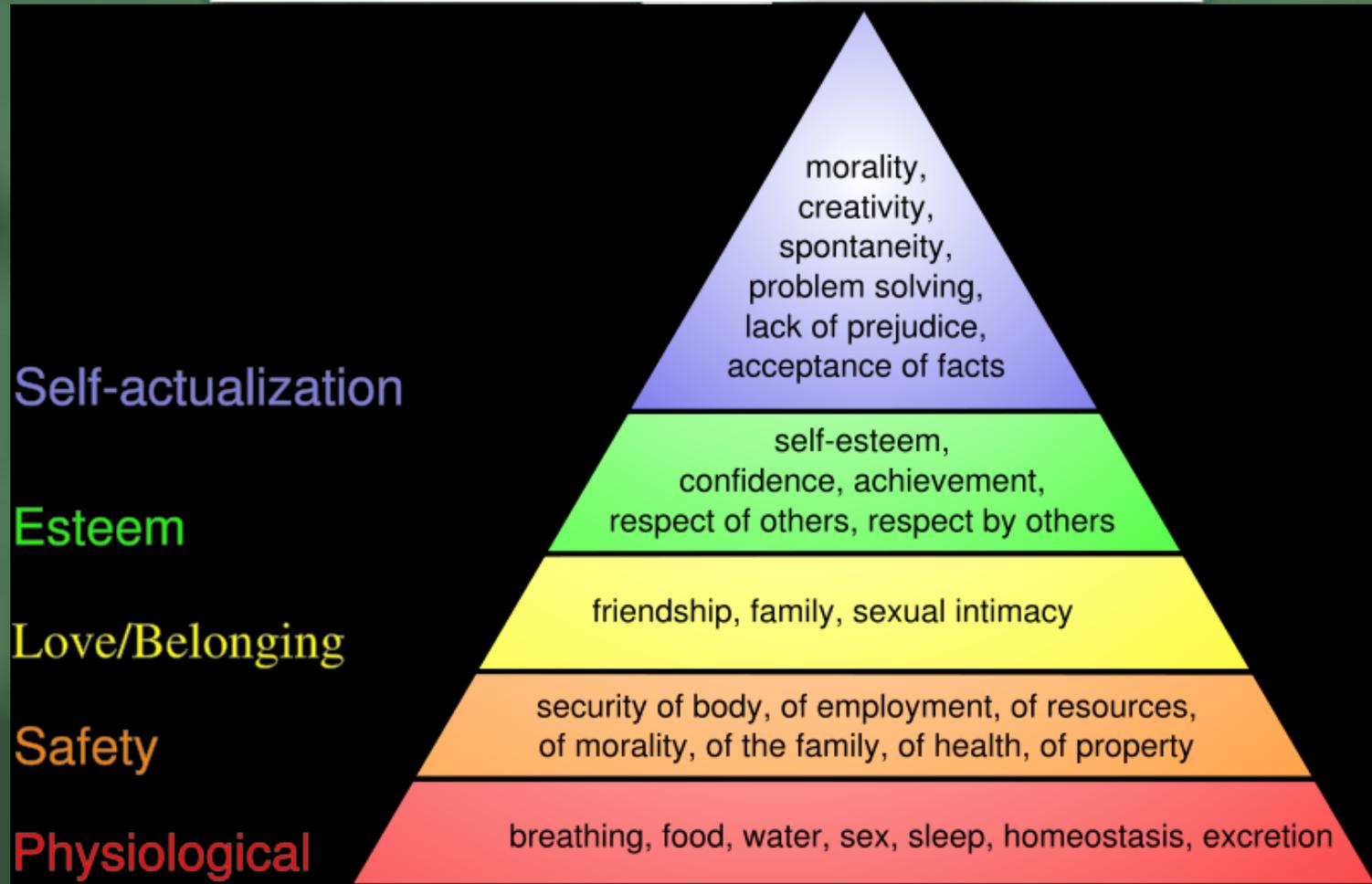
Philosophical Framework

- 📁 The guiding philosophy:
 - 📁 Connect parents w/ the University
 - 📁 Educate parents on campus resources
 - 📁 Create opportunities to bring them to campus
 - 📁 Provide direct connection
 - 📁 Identify and meet their needs

Theoretical Framework

- 📖 Maslow's Hierarchy of Needs (1943)
- 📖 Schlossberg's et al. The 4S's (1995)
- 📖 Schlossberg's Marginality & Mattering (1989)
- 📖 Customer Satisfaction business model
- 📖 Guiding Fundraising and Development Principles

Theoretical Framework - Maslow



Theoretical Framework

 Schlossberg (1995) 4S's of transition and states that even though a transition is precipitated by a single event, the transition process extends over time.

 Situation

 Self

 Support

 Strategies

Theoretical Framework

 Schlossberg (1989) Marginality & Mattering - seated in the notion that higher ed. must make people feel as though they matter.

 Aspects of Mattering -

 Attention

 Importance

 Ego Extension

 Dependence

 Appreciation

Theoretical Framework

- 📖 Customer Satisfaction Model - they are the consumer and must feel as though their investment is worthwhile.
- 📖 Development Model - parents are potential donors to your division and should not be taken for granted.



Action Plan

-  The reporting line of the Family Association was changed to place it with Orientation. Jan. 2007
 -  A staff member was promoted to Asst. Director for Parent/Family Programs. Jan. 2007
 -  Work study students were also added to support the area. Jan 2007
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Action Plan



The Parent/Family Orientation program was completely overhauled to increase the depth of the programs offered. Feb. 2007



During the first year efforts focused on the quality and frequency of contact with association members. March 2007





Action Plan

-  Development of a website. May 2007
 -  A set membership fee of \$100 per family was instituted. April 2008
 -  Membership packet for new members was developed. April 2008
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Action Plan



Membership Packet Contents :

-  Membership Card
-  Welcome Letter
-  Mission Statement
-  Brochure
-  Commitment to Community
-  Car Decal
-  Academic Calendar
-  Important Phone List
-  Ink Pens

Marketing & Communications

-  The Family Association was previously only marketed at orientation.
-  Now as parents register for the Orientation program they receive information in their confirmation email.
-  A postcard is being designed to send to the family of students who register for orientation to introduce the association.

Marketing & Communications

- 📧 Efforts were made to establish mechanisms for constant interaction with the parents.
- 📧 As a result, a newsletter was purchased and goes out monthly w/ campus updates.
- 📧 All parents who attend orientation can sign up for email updates. Only Association members receive extras.

Marketing & Communications

- 📁 Family Weekend has been expanded significantly. In conjunction with Athletics department football tickets were offered at a reduced rate.
- 📁 Other sporting events occurring that weekend were highlighted.
- 📁 On-line registration and advanced communication led to over 1,300 people registered.

Marketing & Communications

- 📁 Family Weekends are great opportunities to showcase campus and involve campus leadership to interact with parents.
- 📁 This is also an opportunity to highlight certain areas of campus such as Study Abroad, Rec Center, Career Services, etc.

Marketing & Communications

- ✉ There has to be a balance between hard publications and electronic. Not all families are connected to technology.
- ✉ This year all members received a holiday card.
- ✉ We are developing other pieces that can be mailed to them such as magnets, desk items, etc.

Programmatic Model

- 📖 Our philosophy is to connect parents/families to the University
- 📖 Inclusive Language
- 📖 Connection to campus traditions
- 📖 Educate on campus vernacular
- 📖 Ongoing education opportunities
- 📖 Ongoing events typically around campus athletic events
- 📖 Recognition and celebration events
- 📖 Merchandising

Programmatic Model

- 📁 Realize that those who will benefit most are those in the closest proximity.
- 📁 Identify ways to have events in major areas with high concentrations of members. Such as receptions in feeder cities.
- 📁 Work up the demographic profile of your members and cater to them.

Programmatic Model

- 📁 Identify the subsets of the parent population - 1st generation, institution alumni, Greek affiliation, etc.
- 📁 The easiest program model is to build events around athletic events. It creates a partnership and does not require you to develop an extensive schedule of events.

Programmatic Model

 Design events at times when families may need to come to campus.

 Res. Hall move-in luncheon

 Holiday Wine & Cheese social (Dec.)

 Mother's Day lunch (tied in with res. Hall check out in the spring)

 Golf Tournament

 Sports tournaments (flag football, 3on3 basketball, etc.)

Fundraising Model

- 📁 Confirm the campus fundraising protocol. Parents may not be thought of as a financial factor.
- 📁 Having them assigned to your division removes the possible turf wars.
- 📁 Parents typically don't "belong" to anyone in the University, unless they are an alumnus. (Potential conflicts - Honor's, Res Life, or special interest depts.)



Fundraising Model

-  Track all members who join.
-  Constantly identify ways to thank and recognize members.
-  Coordinate ways to give things to the students of members, so they feel their membership is paying them back. We do drawings for dining dollars and book scholarships tied to events.



Fundraising Model

-  Identify ways parents can sponsor events, help coordinate events, or assist in your department's efforts.
 -  Find ways to recognize association members in campus publications.
 -  Purchase alumni stickers that you can give out at functions for members who are alumni.
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Fundraising Model



Utilize development staff in your area, but be sure to be protective of your information and the amount of fundraising contact with members.



Conduct an annual phone campaign through your campus structures, but have identifies areas of need.





Future Goals

-  Off-site admitted student receptions. This allows your staff to meet parents who may not come to orientation and establish a connection with the University.
-  To separate into a free standing department.



Critical Steps

-  Secure the fundraising rights to parents on your campus.
-  Identify the areas that may cause resistance to your efforts.
-  Utilize work study students if you are unable to have a dedicated staff member. They can do research, design programs, etc.



Assessment

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- 📖 Parents are a wealth of information on how their students are experiencing campus and problem spots.
 - 📖 Develop an assessment plan to engage with parents at the close of each semester. They are most likely to be engaged during their students' 1st year.



Critical Steps

- 📁 Identify ways to partner with academic departments.
 - 📁 A public relations class to design brochures
 - 📁 A marketing class to develop your campaign
 - 📁 A research course to conduct assessments
 - 📁 Identify topics for articles and publication.



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