

Parents & Families: The Power of Partnership

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WILLIAM & MARY

CHARTERED 1693

Parent Engagement

Parent
Steering
Committee
1967

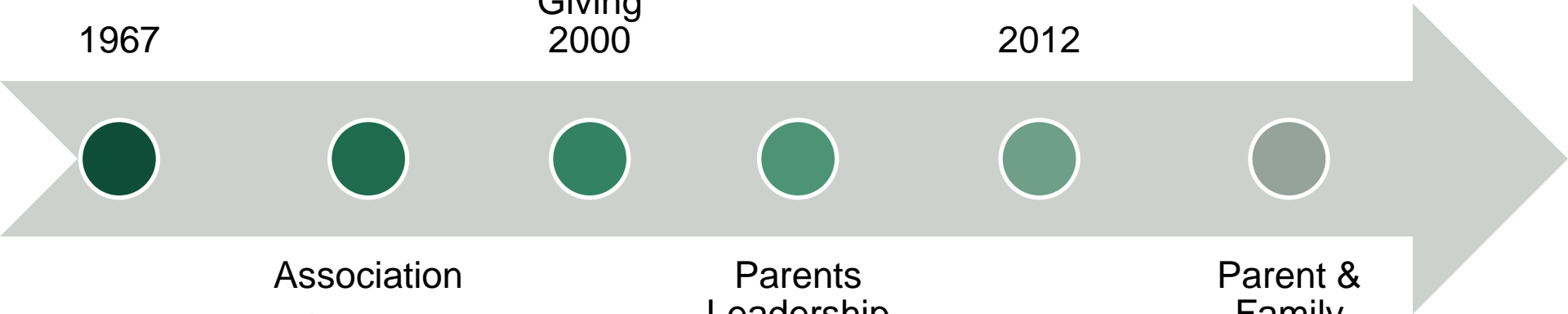
Parent
&
Family
Giving
2000

Divisional
Restructure
2012

Association
of Parents
1994

Parents
Leadership
Circle
2006

Parent &
Family
Programs
2012





**Is this what you think?
Helicopter, Lawnmower, Bulldozer,
Blackhawk, Blue Angel, Stealth,
Stroller, Curling, Snow Plow,
Parachute, Bubble Wrap**

National Data

84%

of students feel that their parents
are involved the

“Right Amount”



COOPERATIVE INSTITUTIONAL RESEARCH PROGRAM
at the HIGHER EDUCATION RESEARCH INSTITUTE AT UCLA

For Students...

Parental involvement is associated with

Higher Levels of
Student Engagement
Self-Reported Gains

Family Priorities

- Concern for the Individual Student
- Instructional Effectiveness
- Academic Advising Effectiveness
- Campus Climate/Campus Support Services
- Safety and Security

For Parents and Families...

- Increased Cost = Increased Investment
- Information often and early
- Content at the right time

Challenges & Successes

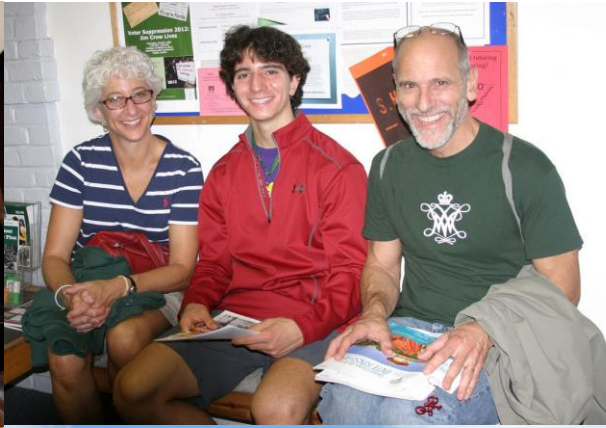
Challenges

- Parent Data
- Parent Board Structure
- Staff Training

Successes

- Successful Communication Strategy
- Early & Increased Engagement
 - Parent and Family Council
 - Cohen Career Center
 - Regional Communities
- Increased Parent & Family Giving

60 Regional Events



Early Decision Events



100%
RESPONSE



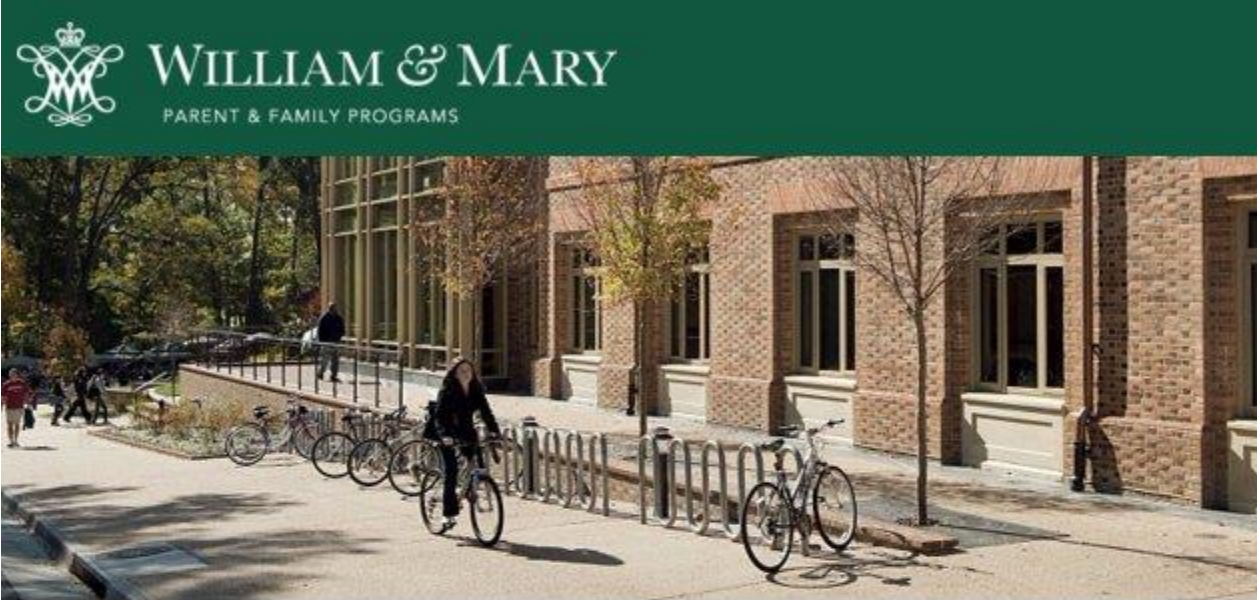
90%
PARTICIPATION

Communication Partnerships



- Alumni Magazine with Parent Page
- Belly Band

Targeted Communications



6

**Monthly
Newsletters to
targeted groups
of parents**

In This Issue

[Career Center](#)
[Alternative Break](#)
[Activities Fair](#)
[Study Abroad](#)
[Student Accounts](#)
[Residence Life](#)
[Washington Office](#)

Class of 2017

August 2015

Junior Family Newsletter

Dear W&M Families,

Welcome to the start of the new academic year! We are Peter and Meg Carlsen, proud parents of junior Sarah and your Class of 2017 Junior Class Representatives. We are excited to serve you and your family in this role and to enhance the W&M experience for all members of the



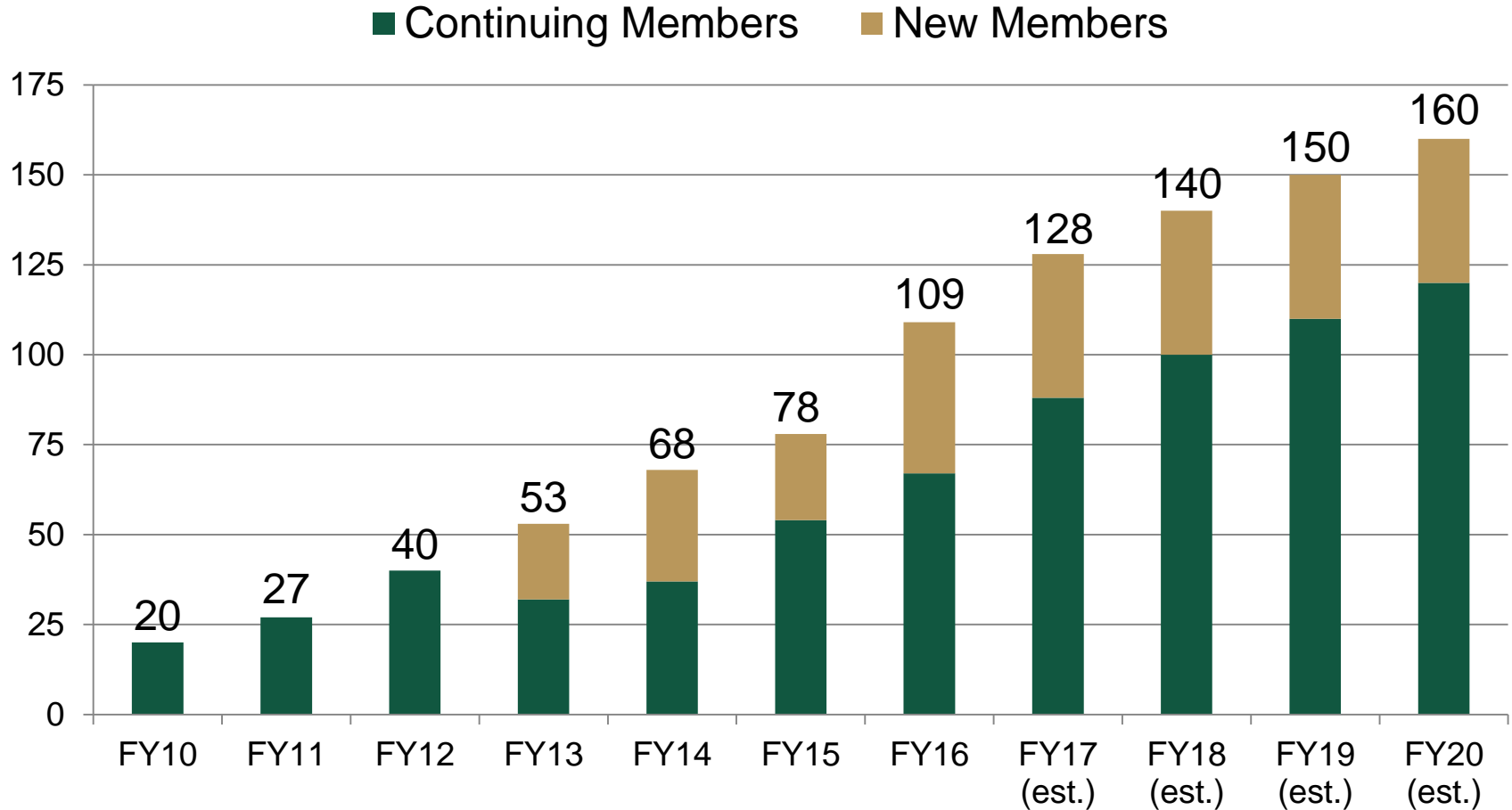
Parent Webinars



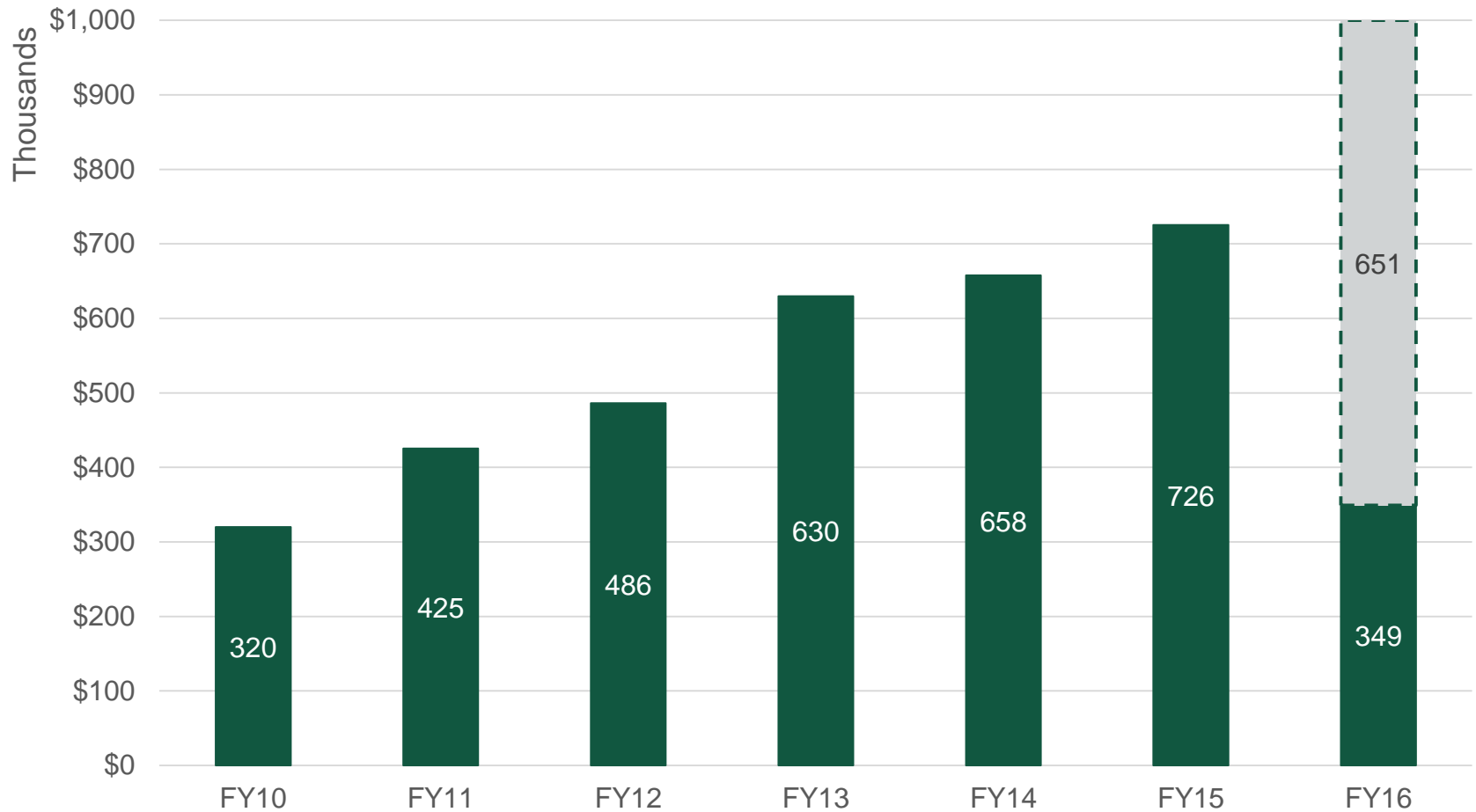
- **Study Abroad**
- **Career Center**
- **Student Leadership**

Growth of Parent Engagement & Philanthropy

Parent & Family Council Growth



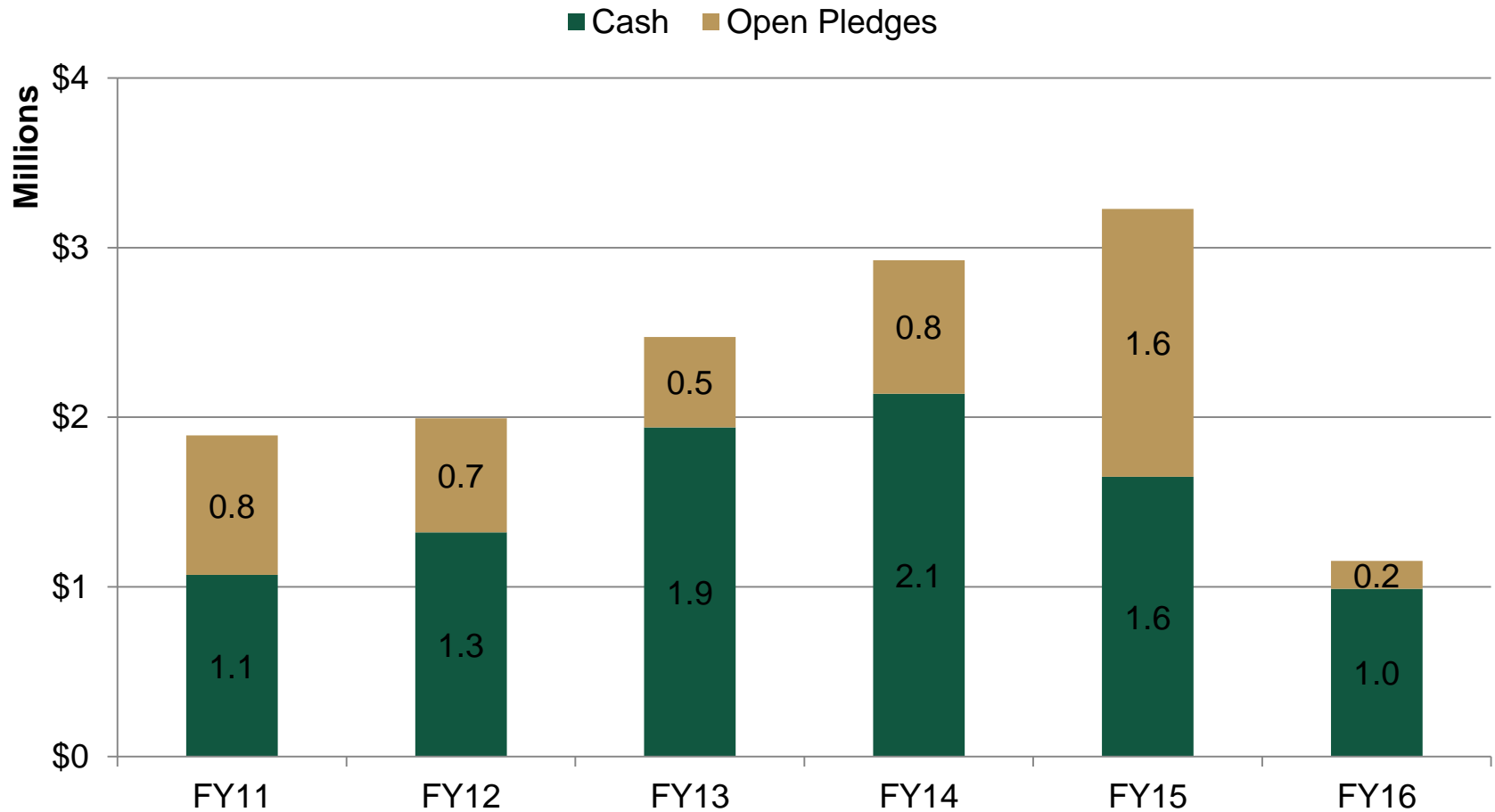
Growth in the Parents Fund (Cash)



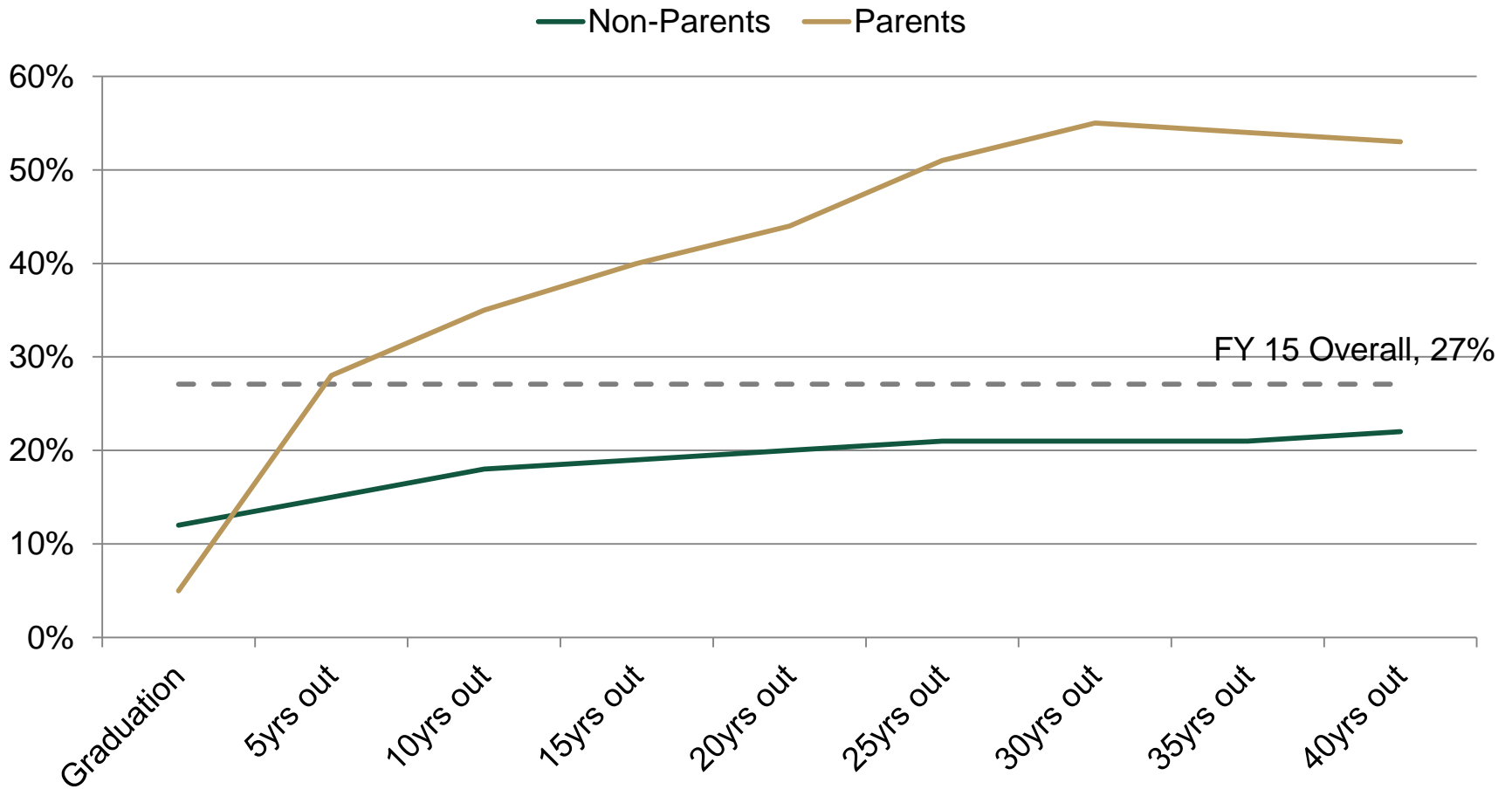
Parents Fund Impact

- Undergraduate Summer Research
- Humanities and Social Sciences Research Fair
- Tribe TutorZone
- Off-campus career programs travel funds
- MLK Day of Service
- Student Conduct Council Development
- Neurodiverse Student Coaching
- Leadership Development Programs
- Cultural Programming
- New Student Organization Support Grants
- ProtoCall & Tribe Rides

Non-Alumni Parent Giving



Alumni Participation Rates



Next Steps

Grow Together, Stay Together

- Unique Model
- Trust & Cooperation
- Constant Communication