

Fostering Effective Partnerships with Families

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Learning Outcomes

- ✧ Identify current trends in partnering with parents and families
- ✧ Identify the goals of the Mason Parent and Family Council
- ✧ Recognize the importance of annual giving and understand how families play a role in the process

Presentation Overview

- * Background and context – why the need for a Council?
- * National trends with Councils
- * Mason Parent and Family Council
- * Parents Fund & the Office of Annual Giving
- * Implications on the student experience and Univ. Life
- * How can you get involved?

Current Resources for Families

| Programming | Outreach | Involvement |
|--------------------|---|---------------------------|
| Family Orientation | <i>Mason Family Flash</i> e-newsletter | Family Association |
| Family Weekend | Monthly webinar series | Parent and Family Council |
| Siblings Weekend | Handbook and Calendar | |
| Homecoming | Social media (Facebook and Twitter) | |

National Trends

- * Rise in parental involvement due in part to the Millennial generation
 - * Desire for active involvement; not just info. gathering
- * Colleges and universities take parent and family involvement to the next level with Councils

| | 2003 | 2005 | 2007 | 2009 | 2011 |
|----------------|-------|------|-------|-------|-------|
| Parent Council | 36.6% | 60% | 65.4% | 52.5% | 62.4% |

- * 50% of VA colleges and universities have Councils
- * Models – fundraising vs. volunteer vs. sounding board

Mason Parent & Family Council

- * Established fall 2013
- * Considerations
 - * Purpose
 - * Structure and governance
 - * Member expectations and responsibilities
 - * Link to development and fundraising
 - * Projected timeline
- * Partnership between OFPS, Annual Giving and the Office of Admissions

Council Mission

* Mission

- * To provide opportunities for families to become actively engaged, informed members of the Mason community by serving as ambassadors for the university and prospective and current families

* Council Outcomes

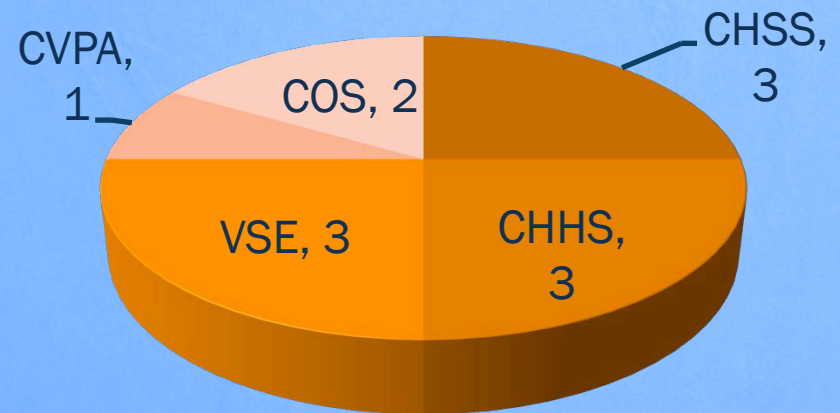
- * To create an environment for families to become actively engaged within the Mason community
- * To enhance communication between the University and families of undergraduate students
- * To heighten awareness of the need for familial input and involvement at Mason

Selection Process

- * Applications available spring 2014
- * Recruitment phase
 - * Orientation
 - * *Mason Family Flash* e-newsletter
 - * Family Weekend interest meeting
 - * Personal reference
- * Two-step interview
 - * Paper application due November 1
 - * Phone interviews conducted in December

Structure

- * General membership -
16 members
 - * 4 couples
- * Co-chair
 - * Husband and wife pair
- * Demographic overview
- * Term lengths
 - * Minimum - 1 year
 - * Maximum - while student is undergrad.



Member Expectations

- * Attend fall and spring Council meetings which will be held either on campus or via web technology
- * Advise OFPS of important issues facing families at Mason
- * Contribute knowledge of your student's experience to help inform practices
- * Represent the interest of all Mason families
- * Support the University by making an annual gift to George Mason University at a level commensurate with one's ability to give
- * Serves as an ambassador for families of current and prospective Mason students, and work to engage other families in supporting University efforts

Volunteer Expectations

- * Participate in a minimum of two volunteer opportunities throughout the year
- * Represent the Council and Mason through the following events and opportunities:
 - * Orientation
 - * Family Weekend & Siblings Weekend
 - * Admitted student events
 - * College fairs
 - * Advancement activities
 - * Participate in marketing materials
 - * Author e-newsletter articles or blog posts
 - * Serve as a point of contact for prospective and current families

Benefits of Joining

- * Vital role in enhancing educational opportunities for the undergraduate student population at Mason
- * Meet twice a year with University leadership to hear first-hand, timely news and information
- * Exclusive access to volunteer opportunities
- * Free attendance at Family Weekend and Siblings Weekend

Parents Fund

- * Used for general operating support of University Life and partner offices
- * All gifts will directly impact the lives of undergraduate students and enhance their academic and co-curricular experience at Mason
- * Parents will contribute via mail, email, and phone fundraising campaigns
- * Parents Council will aid in identifying prospective donors

Trends in Parent Giving

- * As of 2007, 85% of colleges which offer parent services also seek funds from parents (up from 12% in 1999)
- * Difficulty in tracking national parent giving percentages
- * Last year, 23% of all funds raised through the phonathon were from parents
- * Over 60k pledged last year to Mason from parents

Annual Giving at Mason

- * Supports the fundraising efforts of Mason colleges and departments
- * Runs email, phone, and direct mail soliciting campaigns
- * Serves as a pipeline of potential major gift donors
- * Responsible for individual gifts under \$25k
- * Encourage alumni, parents, and friends to continue support annually

Implication on Student Experience

- * Parent's Fund will generate money that will directly benefit the programs and services we provide students
- * University Life departments will have the opportunity to identify needs that could be resolved with the Fund

Future Impact

- * Direct access to a passionate, dedicated group of parents who want to make a difference
- * Ability for parents and families to share their feedback and experiences
 - * Staff and administration
 - * Incoming and current parents and families

How Can You Get Involved?

- * Volunteer opportunities for Council members
- * Information sharing at fall and spring Council meeting
- * Submit items for feedback from Council members

Questions?