

# Shaping Parent Boards to Inspire Meaningful Initiatives Within Your Institutions

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# Outline

- Recruitment and selection
- Expectations and involvement
- Meetings
- Challenges
- Benefits
- One size does not fit all
- Questions?



# Recruitment & Selection

- Initial research (May-August)
  - List from Undergraduate Admissions
  - Recommendations from PAC members, university staff
  - Development research: basic wealth screening
  - Summer meetings
- Brunch for potential members (Parents Weekend)
- Official invitation letters (after Parents Weekend)
- Criteria: high capacity for giving + an interest in philanthropy + a desire to participate in the PAC



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# Recruitment & Selection

- Initial research (year-round)
  - Recommendations from current members and staff
  - Recruitment at summer orientation
  - All interested in volunteering
- Applications begin (November)
  - Screening by staff, PCAB chair and chair-elect, NSFP
- Official invitations sent (December)
- Criteria: Provide a diverse perspective + guardian of a current full-time student + desire and time dedication to PCAB



# Recruitment & Selection

- Research begins in January with early decision students
- Visits by development officers/parent relations
- Invite families to dessert reception during orientation
- Follow up with visits by development officers
- Invited to join the Parent Committee on an individual basis

# Expectations & Involvement

- Expectations
  - Leadership gift to the Parents Annual Fund at the President's Society level of \$1,801 or more
  - Encourage parent giving/fundraising
  - Attend and participate in meetings
  - Recommend parents for the council
  - Support the university by spreading goodwill, attending local events, etc.
- Involvement
  - Host receptions and make phone calls
  - Volunteer: college fairs, on-campus events, orientation, Parents Weekend



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# Expectations & Involvement

- Expectations
  - Provide a parent/guardian perspective
  - Be well-informed ambassadors
  - Help recruit academically-talented students
  - Participate in summer orientation on behalf of current families and PCAB
  - Attend at least 2 of the 3 PCAB meetings per year
- Involvement
  - Volunteer: Family Weekend/ Spring Family Reunion, Orientation, Move-in Day, high school fairs, receptions, back-to-school socials, student life
  - Letter writing campaign
  - Review committees



# Expectations & Involvement

- Expectations
  - Make a leadership gift at 1 of 3 levels
    - \$50,000: Caldwell Society and executive leadership
    - \$25,000: executive leadership
    - \$5,000: committee membership
  - Attend two meetings per year
  - Advocate for the Division of Student Affairs
  - Identify and recruit additional parent volunteers
- Involvement
  - Host member recruitment and admitted student events
  - Assist with parent dessert receptions, Hokie Helpers and Family Weekend activities



# Meetings

- Parents Weekend (September)
  - Welcome reception on Thursday evening
  - Breakfast and business meeting on Friday morning
  - Football tickets in President's Box/Bay, club area
- Spring Meeting Weekend (late March)
  - Welcome reception on Thursday evening at hotel
  - Full day on Friday: breakfast, business meeting, lunch, tour, cocktail party
  - Meeting and brunch on Saturday morning
  - Students included in social events
  - Baseball tickets



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# Meetings

- Meeting 1: Family Weekend (Sept. or Oct.)
  - Thursday evening: Welcome Reception
  - Friday: breakfast, lunch, half-day business meeting, volunteering
- Meeting 2: January (always 3rd week)
  - Thursday evening: Welcome Reception
  - Friday: breakfast, lunch, sweet social, New Member Orientation, full meeting, insider outing or tour
- Meeting 3: Spring Family Reunion (March, April)
  - Thursday evening: Welcome Reception
  - Friday: breakfast, lunch, sweet social, orientation training, full meeting, recognition reception
  - New: social outing



# Meetings

- Fall Meeting (October)
  - Saturday morning prior to home football game
  - Friday evening reception at president's home (every other year)
- Spring Meeting (April)
  - Spring Family Weekend
  - Spring Game Weekend
  - Tailgate prior to game, students included

# Challenges with Parent Boards

- Special requests (admissions, legal, classes, residence halls, etc.)
- Advisory vs. decision-making roles
- Appropriate “perks”
- Misconception of involvement in high school vs. college (PTA/PTO)
- Expectations of response time from staff
- Campus fundraising guidelines
- Recruiting to campus demographics



# Benefits of Parent Boards

- Families find “their” fit at the university
- Financial assistance
- Hosting events
- Informed ambassadors
- Recruitment
- Personal touch to the institution
- Access to support systems in geographic areas
- Builds trust with the institution
- Advocacy



**ONE SIZE DOES  
NOT FIT ALL**

**We want to hear about  
your parent board models!**

# Questions?

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