



Parent & Family Associations

Where are we now?

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Ice Breaker Question

What is your favorite Thanksgiving Day food and why?

National Survey of Parent/Family Programs

	2007	2009	2011	2013	2015	2017
Parent/Family Association/ Organization (Non-Advisory)	--	58%	62%	69%	58%	54%
Parent Advisory Board or Council	65%	53%	62%	66%	61%	63%



Savage, M. & Petree, C. (2017). 2017 National Survey of College and University Parent/Family Programs. Retrieved from

<https://aheppp.memberclicks.net/assets/2017%20national%20parentfamily%20programs%20survey.pdf>

University of Memphis



- Began in Summer 2017
- Dues Based
 - \$50 for 4-years
 - \$250 for Lifetime
 - \$110 for Joint PFA & FAM Membership
- 1,006 members
- Benefits: Bag with branded items, Bi-weekly email, Parking Passes upon request, PFA Member students can apply for scholarships from the Parent Fund, Special Seating at Commencement
 - Added Benefit of Lifetime: Lifetime member which covers multiple students, Calendar mailed to them each year, \$150 donation to the Parent Fund

Auburn University



- Began in Fall 1992
 - Board of Directors
- Dues Based from 1992-2011
 - \$35 for 1 year
 - \$50 for 2 years
 - \$100 for 4 years
- Dues eliminated in 2011
 - 19,790 current members
- Benefits: Access to the Family Portal (newsletters, FERPA-protected student information), early access to events specifically for parents and family members, a dedicated regional Parents' Association Board of Directors

Texas A&M



- The Aggie Moms started in 1928
- Each group sets their own dues based on their activities, scholarships, etc.
- The Federation of Aggie Moms now includes approximately 6,650 Aggie Moms who are members of 110 Mothers' Clubs which are organized into fourteen geographical Districts across Texas and around the nation
- Benefits: Each club has its own membership benefits such as events, newsletters, and scholarship drawings for students.

University of Texas at Austin



- Began in 1948 as the Dad's Association
 - 1992 - Organization was renamed the Parents' Association
 - 2005 the Parents' Association was rebranded Texas Parents
- Complementary and Supporting Memberships
 - 2,347 Complimentary memberships
 - 13,225 Supporting memberships
- Supporting Membership Dues:
 - Complimentary U-touch Membership: Free
 - Supporting One-Year Membership: \$60 (\$44 tax-deductible)
 - Supporting Four-Year Membership: \$180 (\$129 tax deductible)
 - Supporting Three-Year Transfer Membership: \$120 (\$100 tax deductible)
- Benefits: U-Touch keeps members in touch with the university through multiple communication platforms, including monthly eNewsletters. Supporting Membership includes access to the Texas Parents closed Facebook Group, live webinars, discounts and local and national vendors, 5% off at the University Co-Op, special opportunities with Texas Athletics, and "Texas Parents, Texas Proud" t-shirts and other logo-branded items.

- Free to all parents and family members
- Parent Association Advisory Council
 - Began in Fall 2015
 - No charge to be a member/requirement of giving
 - 26 members
- Benefits
 - Access
 - Complementary Parent & Family Weekend Registration
 - Polo Shirt and Business Cards
- Changes
 - How they would fit into an active threat situation

University of Tennessee



- Began in early 2000s
- Free Level: Bi-weekly Email Only
 - 20,000 email subscribers
- Dues Based: \$40, for the time student is at UT
 - About 2,300 paid members
- Benefits of Paid Membership: Hotel Discounts, Calendar each year, Swag Bag, Bi-Weekly Email, and Invitation to Events including Parent & Family Weekend and Spring Day
- Management: Home-grown system that interfaces with Banner
- Recent Changes: Created Free level in late 2016; Reduced Dues price substantially
- Potential Upcoming Changes: Name Change

Roundtable Discussion

- If you have an association, how has yours changed in the last 5 years?
- If you are thinking about starting one, what model are you thinking about?
- What changes are you thinking about for your association?
- Do you still find that parents and families are connecting with the concept of the association?
- What do you use to manage your member data?

Questions?

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