Family Weekend Collaboration for Practical Results

November 14, 2018

UMass At A Glance

- Western Massachusetts
  - Amherst, MA
- Large, flagship, land grant, research, state university
- Student population
  - 23,515 UG
  - 7,078 GR

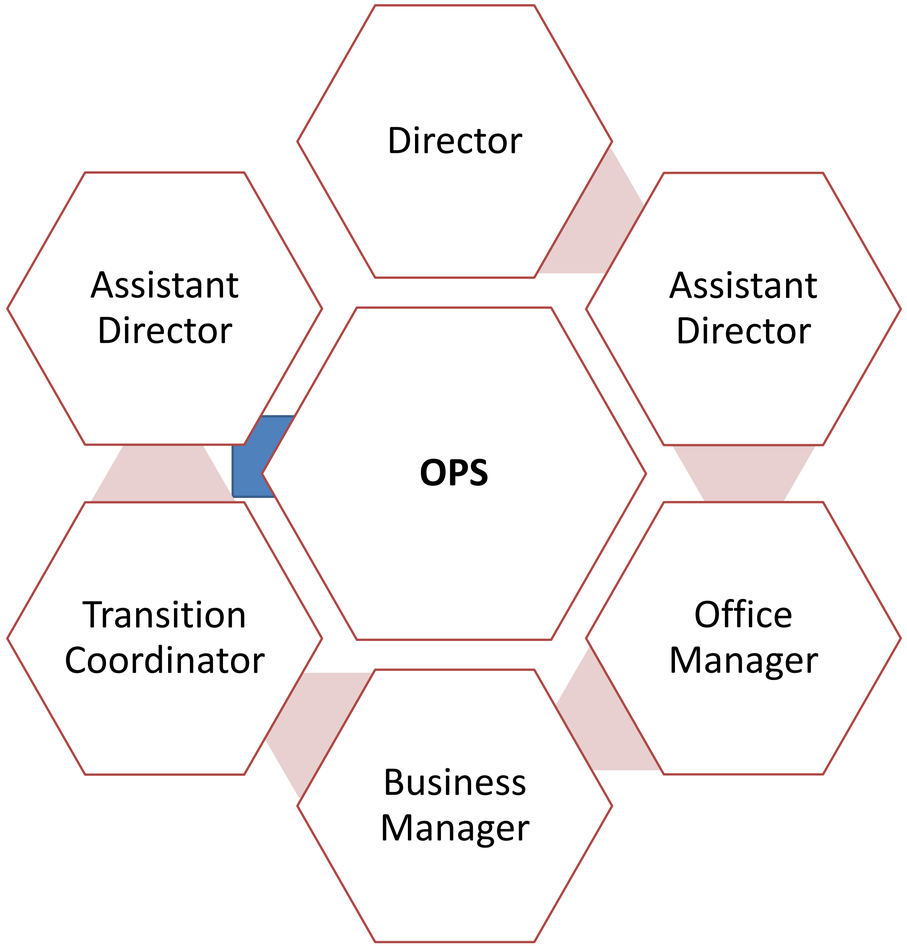
www.umass.edu/gateway/about/umass-glance

www.umass.edu/gateway/about/points-pride

OPS Overview

- Founded in 2004
  - Student Affairs and Campus Life
- Serves undergraduate families
  - Summer/Winter NSO
  - Family Weekend
  - Monthly Communications
  - Open houses/admitted student days
- Parents Association with free membership
  - Advisory Council

Office of Parent Services Staff



Family Weekend

- Program was moved to OPS in 2010
- Held early fall (October)
- 2 days of programming
- More like a reunion
  - Happy family
  - Fantastic food
  - Information sharing/fun activities
  - Something for everyone

Registration & Fees

- Online & on-site (2010-2017)
  - Early bird fee (Aug-1 week before event)
    - $30 per family
  - Fee increase (Week before and on-site)
    - $40 per family
- Changes in 2018
  - Early bird fee (Aug-1 week before event)
    - $30 (one-5 people)
    - $60 (six or more)
  - Fee increase (Week before and on-site)
    - $40 (1-5 people)
    - $80 (6 or more)
- Fee waiver for high need families and Advisory Council

What Does the Fee Include?

- All activities (excluding football or hockey game)
- Materials (buttons, bag, schedule)
- Family reception
- Late night movie
- Continental breakfast
- Chancellor’s welcome
- Student performance showcase
- Info sessions, tours, open houses
- Parking

Schedule of Events Distribution

- Full schedule
  - Online
  - My UMass app
- Condensed version
  - Check-in/registration

Something for Everyone

- **Info Session on Academics and Related Topics**
  - Study abroad, college success, financial aid, diversity, money management, hazing
- **Student Life**
  - Student engagement, Registered Student Organizations table displays, performance showcase, game changer, science demonstrations, media outlets, on campus and off campus living
- **Health and Wellness**
  - Fun walk, Rec. Center access, flu clinic, CPR compression, ballroom dance
- **Community Outreach/Sustainability**
  - Bike, campus trees & green building tours, building renovations, voter registration, open houses, active threat training
- **Service Learning**
  - Food drive
- **Fun/Social**
  - Bake shop tour, chocolate class, reception, sports game, movie screening, scavenger hunt, crafts, seasonal activities

Seasonal/Signature Events

- Family reception
- “Taste of Home” lunch
- Wagon rides
- Pumpkin decorating
- Caramel apple dipping
- Popcorn bar
- Jazz brunch
- Food drive

Other Activities

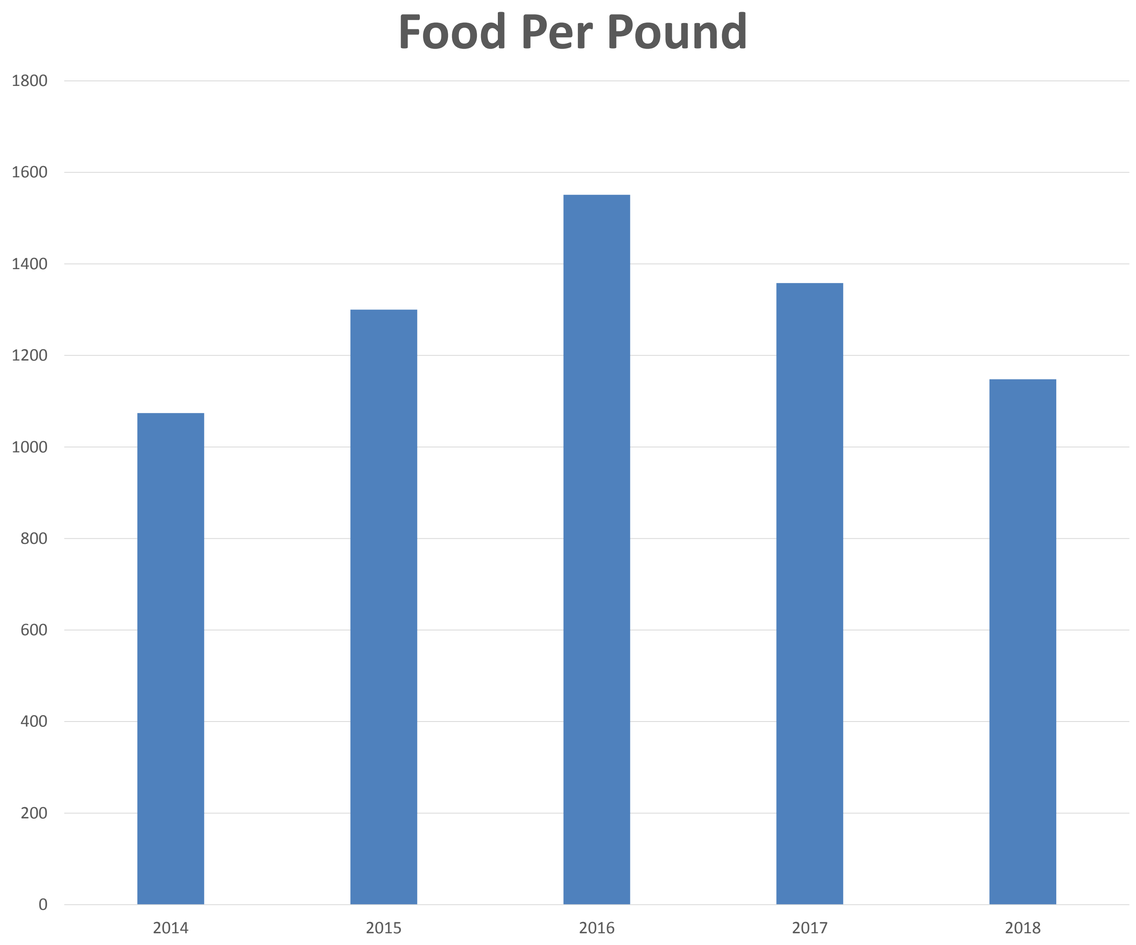
Sports games
Arts exhibitions
Area attractions
Weekend activities
in Pioneer Valley

Family Weekend Food Drive

- 1 Collection per year
- Amherst Survival Center
    - Low income students/families
    - Homeless
- Donors
  - Families attending Family Weekend
- Publicity
  - Facebook
  - OPS website
  - OPS e-newsletter
  - Family Weekend email reminder

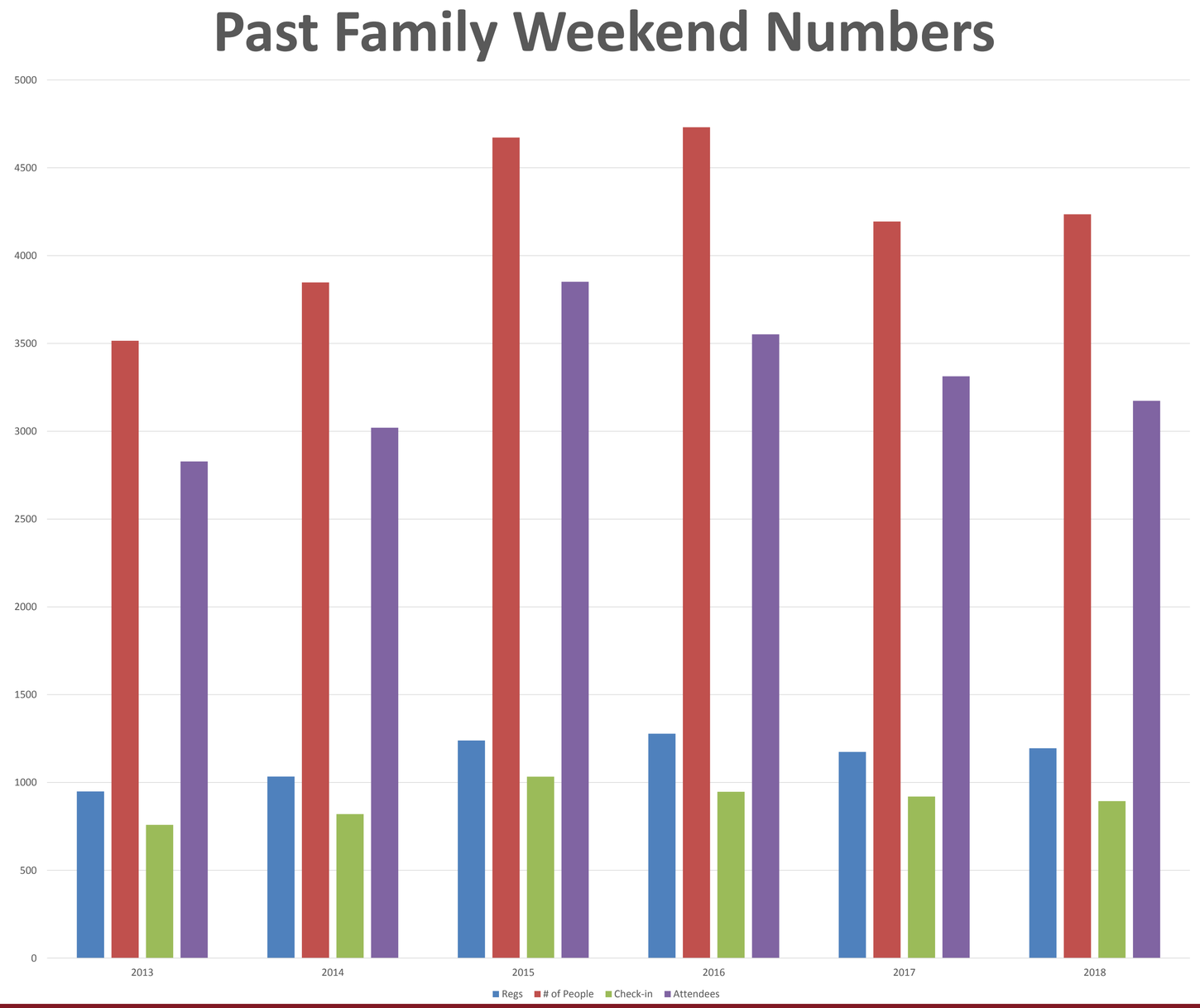
Family Weekend Food Drive

- 6,431 pounds in 5 yrs.
  - 2014 ----1,074
  - 2015 ----1,300
  - 2016 ----1,551
  - 2017 ----1,358
  - 2018 ----1,148



This Years Numbers

- 4235 people = 1195 regs.
- 30 states, Puerto Rico
- Families of all class years
  - Over 900 First-year
  - 134 class of 2021
  - 60+ class of 2020
  - 30+ class of 2019



Family Weekend Committee

- Composed of 20 members
- Meet 1-2 x's per semester
  - Debrief
  - Identify new opportunities for collaboration

Our Partners/Stakeholders

- 30+ on campus partners including Chancellor's office
- Off campus vendors including hotels
- 20+ student groups
- 26 UMAPA Advisory Council members
- 60+ student staff
- 4000+ students/family members

Biggest Collaborators

- Auxiliary Services
  - Reception
  - Free breakfast, lunch/brunch, dinner (families of students on meal plan)
- Athletic Department
  - Discount tickets & game package
  - Stadium Suite invitation for Advisory Council members
- UStore
  - $10 UStore discount (for purchase of $50 or more)
- University Programming Council (UPC)
  - Movie & popcorn
  - Free performance, giveaways

Family WEEKEND

What about your Family Weekend?

What does your fee cover?

What work or doesn't work?

Thank You!!!

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