



# AHEPPP

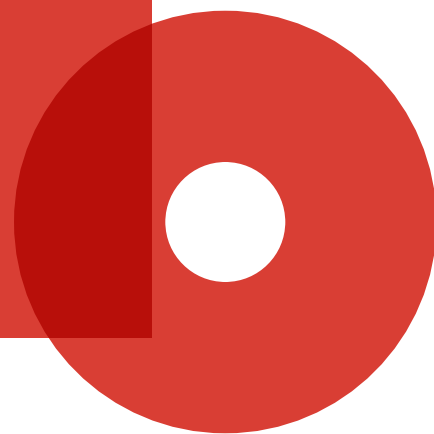
**FAMILY ENGAGEMENT**  
IN HIGHER EDUCATION



# Annual Report

**July 2020 – June 2021**

# Letter From The Executive Director



Dear Member,

While July 2020 was a fresh start to both the fiscal and academic year, it was also the midpoint of one of the most challenging years in recent history for higher education... and the world. Faced daily with the uncertainty of a developing pandemic, a contentious presidential election, and a myriad of social issues, the start of the school year held more questions than answers: Would students be on campus? Are in-person classes an option? What do we do when someone gets sick? Will students feel safe?

When it became clear that large gatherings were simply not an option, our members swiftly moved orientations and family weekends online... all while fielding phone calls from concerned and sometimes angry parents. When the academic year convened, you sat on extra committees, conducted COVID tests, and performed countless "other duties as assigned" with skill and care.

Like our member institutions, AHEPPP adjusted quickly, moving traditional in-person programming into a virtual space. Together we worked to respond to rapidly changing environments while maintaining, and in many cases creating, connections and relationships in a world where we are physically separated. I am so proud of the work of our Board of Directors and other volunteers, like the 2020 Conference Committee, who in a matter of weeks designed a state-of-the-art virtual conference with high quality educational programming and connection opportunities.

Through it all, the AHEPPP membership continues to "show up" for one another. Whether through a virtual hug or high-five, a well-timed email or text, or generously offering your lessons-learned to other members, I am inspired and encouraged by your love for AHEPPP and commitment to the field of family relations. AHEPPP is a professional family and a community of true support.

In spite of the many challenges 2020 brought us, you will find that our association has not only survived but thrived. We've pressed on in significant ways and are pleased to offer you more resources than ever before. If we've learned anything during this past academic year it's that family involvement is here to stay.

As you remain steadfast in your care for your campus families, communities, and fellow AHEPPP members, I am humbled and grateful to serve AHEPPP and commit to continue to support and advocate for your important work.

Most sincerely,

Lindsay McKinney

Executive Director

# NEW RESOURCES in 2020-21

## Survey Builder

Assessment is vital to increasing the value and understanding of our field. It is essential that family engagement practitioners are able to successfully advocate for ourselves and the families of our students to show how the value our offices bring to the university. A survey is a great place to start! This year we rolled out the AHEPPP [Survey Builder and Planning Guide](#) which provides you with exactly what you need to get started on your own parent survey. Along with tips on how to gather results and use your findings, the guide includes nearly 60 survey questions for you to choose from in creating your own survey.

## Communications Calendar

The AHEPPP Calendar & Planning Guide will lead you through the development of newsletter content, social media posts, and other communications to families. Broken down monthly, [this guide](#) will help you think about the timing of content, including action items as well as information about student development, and conversation starters for families.





## Support

8

Webinars led by experts

3

Regional Connection Calls

5

Hot Topic Round Tables

27

Blog articles

3

Virtual Summits

## AHEPPP Virtual Conference

**226 Attendees**

Our largest yet!

## AHEPPP by the Numbers

**210**

**INSTITUTIONS**

**808**

**INDIVIDUALS**

**5**

**BUSINESS PARTNERS**

(Associate Members)





## Volunteers

Volunteers are the heart of AHEPPP! Thank you for your leadership!

**6**

Regional  
Chairs

**1**

CAS Rep

**13**

Conference  
Committee  
Members

**9**

Board of  
Directors

**2**

Blog  
Editors

**25+**


Mentors

**6**


Equity  
Belonging  
& Inclusion  
Task Force  
Leaders





 (407) 850-8321

 [info@ahppp.org](mailto:info@ahppp.org)

 4409 Hoffner Avenue #324  
Orlando, Florida 32812