



AHEPPP

FAMILY ENGAGEMENT
IN HIGHER EDUCATION

2018 - 2019

ANNUAL

REPORT

OUR PURPOSE

OUR PEOPLE

OUR RESOURCES

OUR FUTURE

THANK YOU for YOUR IMPACT

Greetings AHEPPP family, friends and collaborators,

What can I say, this has been an amazing year and a gifted journey for me as president. On behalf of the board of directors I'm honored to be able to share with you for the first time, our annual report. It was one year ago in Louisville that AHEPPP celebrated a major milestone with 10 years of being the premier national association for campus-based professionals who work with the parents and families of college students. With a true desire to engage families from acceptance to graduation, eight AHEPPP founding members and trailblazers in family engagement created a national presence and membership organization to support the practitioners working with collegiate families. We begin year 11 with a new report highlighting all the great work AHEPPP has done alongside many of you.

AHEPPP provides valuable resources, networking opportunities, and continuing education to support family engagement. Today, AHEPPP is comprised of 500 brilliant scholars, practitioners, fundraisers and partners. I know I've said this time and time again but one of the many gifts AHEPPP provides is an instant community (a professional family!) of college administrators who understand the impact of leveraging family involvement for student success.

As I mentioned in the last newsletter we have an incredible foundation and are now moving forward with four pillars to anchor and focus on for the next 15 months. The board is dedicated to new growth in membership engagement, partnerships and supporting more regional opportunities. We plan to showcase this plan during the conference in November. We are thrilled that all of us will be able to say that we had a hand in moving AHEPPP forward.

Some of the ways in which these pillars are taking shape, as outlined in this report, include:

To improve and maintain awareness of the AHEPPP brand as THE industry expert.

To ensure AHEPPP becomes and remains the first stop for industry resources and services.

To increase the financial health of the association and ultimately provide more resources which would contribute to identification as experts.

To provide regional support and foster comprehensive membership engagement to support members at the regional level.

In closing, AHEPPP is for anyone, regardless of title on campus, who works with families and student supporters in some way. I know I look forward to having conversations on why families matter with you! Thank you all for your continued support and engagement with AHEPPP, I look forward to seeing what the next 10 years brings all of us.

Humbled and honored,



Amy Swank
President, AHEPPP: Family Engagement in Higher Education
Director, Gonzaga University Parent and Family Relations

CONTENT

3	OUR PURPOSE
4	OUR PEOPLE
7	OUR RESOURCES
10	OUR FUTURE

Membership Information and Questions
membership@ahppp.org

Associate Membership
info@ahppp.org

Conference Questions
info@ahppp.org

Web Corrections, Additions, Issues
support@ahppp.org

All Other Inquiries
Lindsay McKinney
lindsay@ahppp.org
(920) 333-2437

AHEPPP Mailing Address
4409 Hoffner Avenue
#324
Orlando, Florida 32812

OUR PURPOSE

AHEPPP SHARES A BELIEF IN AND COMMITMENT TO:

Supporting a collaborative environment

Responsible and ethical behavior

Leading innovation and ideas for the profession

Diversity and inclusion

Fiscal strength and responsibility

Continued professional development

Research, assessment, and best practices

2008

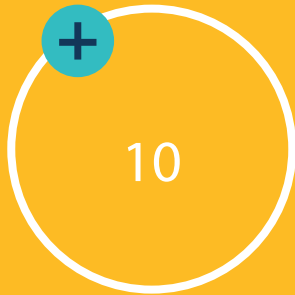
A HEPPP: Family Engagement in Higher Education was established in 2008 as the premier national association for higher education professionals who work with the parents and family members of college students. AHEPPP is dedicated to facilitating meaningful and lasting support of higher education personnel who interact with the families of our college students.

OUR MISSION

The mission of AHEPPP: Family Engagement in Higher Education is to support professionals in higher education who promote students success through informed parent and family enagement.

OUR PEOPLE

“As cliché as this may sound, what I like most about AHEPPP is the people. I’ve found even over my very short time with the organization, that the people are what make it great.”



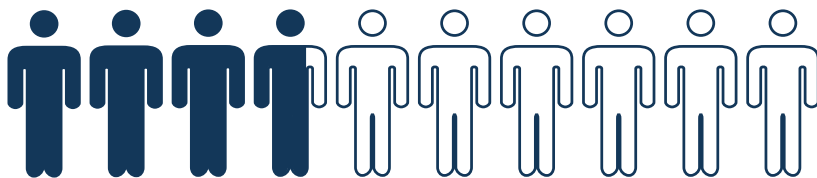
EDUCATION
PARTNERS AND
ASSOCIATE MEMBERS



INSTITUTIONS
INVOLVED BOTH
NATIONALLY AND
INTERNATIONALLY



FAMILY
ENGAGEMENT
PROFESSIONALS



38% of members have a job title that is at the director level or

higher. Common job titles include: Director of Parent and Family Relations (or equivalent), Associate Director New Student Programs/Orientation, Coordinator for Family Programs, and Director of Development.

OUR PEOPLE

An nine-person volunteer board of directors governs the association. The board of directors is elected by the membership and serve three-year renewable terms.



AMY SWANK

President

Director of Parent and Family Relations,
Gonzaga University



BRANKA KRSTIC

Past-President

Director of Parent and Family Relations,
Hofstra University



CHELSEA PETREE, Ph.D

President- Elect

Director of Parent and Family Programs,
Rochester Institute of Technology



SHARI GLASER

Treasurer

Director of Office of Family Engagement,
Western Michigan University (retired)



ANDREA MITCHEN

General Board Member

Assistant Dean of Students,
University of Houston



KERRI FOWLER

Conference Liaison

Director of Parent and Family Services,
North Carolina State University



PAIGE KEGLEY

General Board Member

Assistant Director of Admissions: MBA
Programs,
Clemson University



RYAN LOVELL

General Board Member

Senior Director, Parent and Family
Relations and Sorority and Fraternity Life,
The Ohio State University



TASHA TALTON

General Board Member

Assistant Director of the Parents Center,
The University of Texas at Arlington

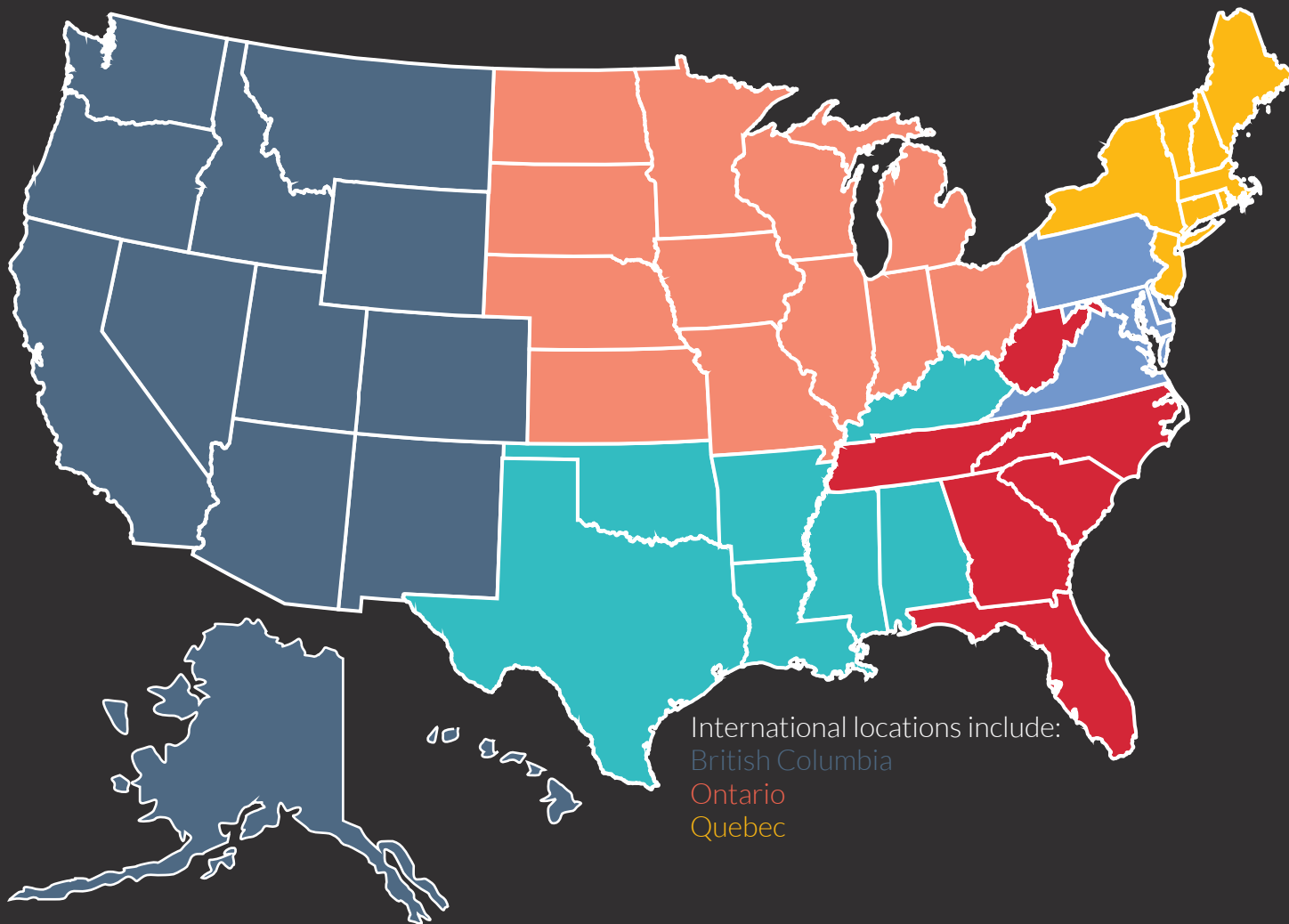


LINDSAY MCKINNEY

Director of Membership
and Operations

REGION BASED

In 2018, a regional structure was introduced. Led by Regional Chairs (names listed below), regions meet quarterly via conference call to discuss hot topics in the field and promote events in their geographic areas. In 2018 -2019, five regional events were hosted, serving a total of 80 attendees.



Region 1

Maureen Hurley
Director of Parent and Family Programs,
Emerson College



Region 2

Meaghan Davidson
Assistant Dean of Students,
University of Delaware



Region 3

Lindsey Bray
Sr. Coordinator Parent and Family Services,
University of Memphis



Region 4

Libby Daggers
Coordinator of Family Programming,
Texas A&M University



Region 5

Stephanie Benson- Gonzales
Associate Director Family Programs and
Communications,
University of Wisconsin - Madison



Region 6

Jessica Tallant
Parent and Family Program Coordinator,
Oregon State University



OUR RESOURCES

Mentors

The Mentor-Matching program is in its third year. In 2019, 13 mentor pairs (26 people) connected monthly to share best practices and collaborate on parent engagement strategy. The Mentor Matching program runs January- December.

.....
“I am so thankful for the work you put in to make this program happen! The relationship I have with my mentor has been so beneficial, and it’s all made possible through AHEPPP!”
.....

“From our very first conversation, I felt that Branka understood me professionally through the work we share as well as what I bring to parent and family programs as an emerging professional. When we celebrate success together, it feels meaningful because we really understand the work that has gone into creating positive outcomes. When I face challenges, she understands that too. While I certainly feel like I get more than I give, it feels good to be able to engage in conversation about the work Branka does at her institution as well. I always look forward to our conversations and am so grateful for the time and energy she has poured into our relationship.”

Webinars

New in 2018! Quarterly Webinars were introduced. Three complimentary webinars per semester are offered to members. Webinars offered in the 2018 - 2019 academic year averaged a 30-person attendance and remain available as recordings online.

.....
“Thank you for the fantastic webinar, it was very informative and helpful! I can’t wait to try out what I learned. I’m not able to attend the National Conference this year and this helps me stay connected and up to speed.”
.....

“Webinars included in my membership dues are a fantastic value.”
.....

“When an institution maximizes its membership by including four professionals on their account, the per person cost of a webinar is only \$8.60 - not even factoring in our other great resources!”

Finances

VALUE OF A MEMBERSHIP

Institutional membership dues are \$275 annually for up to four campus-based professionals. Understanding that families have multiple campus touch points, multi-office representation within a membership is encouraged (example: Development, Admissions, Orientation/Family Programs Office may share a membership).

REGIONAL GRANTS

In support of strategic regional growth, AHEPPP unveiled a new initiative to provide grants to regional event hosts. Institutions hosting educational events may seek cosponsorship funds from AHEPPP to offset any costs not covered by registration fees. In 2018- 2019 AHEPPP was proud to issue four of these grants.

11%

Membership Revenue

In 2018- 19 membership revenue increased **11%** over 2017- 18 fiscal year.

+11%

Total Revenue

In 2018- 19 total revenue increased **9%** over 2017- 18 fiscal year and **11%** over budgeted revenue.

- 25%

Total Expenses

In 2018- 19 total expenses decreased **15%** over 2017- 18 fiscal year and **25%** over budgeted expenses.

ACCORDING TO A 2019 MEMBERSHIP SURVEY, AHEPPP'S MOST UTILIZED RESOURCES ARE OUR:



Quarterly Newsletter
85% utilized



Webinars
59% utilized



CAS Standards
43% utilized



Members-Only Facebook
Discussion Group
76% utilized



Job Boards
52% utilized



Blogs
43% utilized

Conferences

145 130 10

The 2018 National Conference in Louisville, Kentucky brought together **145 attendees** from **130 institutions**. Joined by AHEPPP Founders, attendees gathered to celebrate AHEPPP's **10th birthday** and benefited from learning the history of our association while being inspired to carry the torch of family engagement forward for years to come.

.....

"As a new Parent and Family professional, I was in need of direction, confirmation, and overall information. The 2018 AHEPPP Conference gave me that and more! I made connections with other professionals that I know will help me in my role. Along with the very valuable information, I'm excited to gain a mentor and for the opportunity to get connected with the other professionals in my region. I can't wait to use what I learned to better enhance our PF programs at my home institution."

.....

"I love the relationship that I've built through this organization. It has become a true family over the last 5 years. I am continually invigorated from what I learn from my incredible colleagues and feel so supported."

During this conference, AHEPPP Board of Directors unveiled a new logo, tagline, and brand identity for the association. Designed by former AHEPPP President, Brian Watkins of the University of Maryland, the new logo pays homage to our original while incorporating bright colors, a descriptive tagline, and additional people. These new features symbolize growth, fresh ideas, and inclusivity of any higher education professional who interact with families of college students.




AHEPPP'S

FUTURE

VISION

OUR FUTURE

Guided by the AHEPPP2020 Strategic Plan, the Board of Directors has identified four pillars of focus areas for 2019 - 2021 as listed below:



To improve and maintain awareness of the AHEPPP brand as THE industry expert.

To ensure AHEPPP becomes and remains the first stop for industry resources and services.

To increase the financial health of the association and ultimately provide more resources which would contribute to identification as experts.

To provide regional support and foster comprehensive membership engagement to support members at the regional level.

AHEPPP: FAMILY ENGAGEMENT IN HIGHER EDUCATION 2018 - 2019 ANNUAL REPORT

Membership Information and Questions
membership@iheppp.org

Associate Membership
info@iheppp.org

Conference Questions
info@iheppp.org

Web Corrections, Additions, Issues
support@iheppp.org

All Other Inquiries
Lindsay McKinney
lindsay@iheppp.org
(920) 333-2437

AHEPPP Mailing Address
4409 Hoffner Avenue
#324
Orlando, Florida 32812