



AHEPPP

FAMILY ENGAGEMENT
IN HIGHER EDUCATION

2019 - 2020

ANNUAL

REPORT

PILLARS OF FOCUS

PARTNERS IN ENGAGEMENT

POWER OF COMMUNITY

A YEAR IN REVIEW

Greetings AHEPPP family, friends, and collaborators,

What can I say? This has been an amazing year and a treasured journey for me as President. On behalf of the Board of Directors, I'm honored to be able to share with you our Annual Report. This report is our opportunity to share our story with all of our members. We have so much to be proud of.

Last year AHEPPP celebrated another successful conference in Portland, Oregon, where together we reset and began looking to the future -- and then COVID-19 took many of the ideas and plans we created in a very different direction. As the premier national association for campus-based professionals who work with the parents and families of college students, we did what we do best, we pivoted. Our community rallied and came together with so many of you engaging and sharing your best work online in our discussion group and during Hot Topic calls. You gave resources freely, offered words of wisdom, or even just some comedic relief. This unprecedented year reinforced what we already know: this association is so much more than ideas and resources, it truly is a family.

As we continue to support one another and the families we serve (even if it is from our home offices) AHEPPP stands ready to offer you valuable tools, networking opportunities, and continuing education to support family engagement on your campus. Today, AHEPPP is comprised of more than 500 brilliant scholars, practitioners, fundraisers, and partners who understand the impact leveraging family involvement has on student success.

In last year's Annual Report, we shared our Strategic Pillars for 2019-2021. In this year's version, we will share some of the ways these pillars are taking shape:

To improve and maintain awareness of the AHEPPP brand as the industry expert - We're growing! Check out page 4.

To ensure AHEPPP becomes and remains the first stop for industry resources and services - Our most popular are listed on page 9.

To increase the financial health of the association and ultimately provide more resources which would contribute to identification as experts - Learn how we've shifted as a result of COVID-19 on pages 7 and 11.

To provide regional support and foster comprehensive membership engagement to support members at the regional level. - Meet our regional chairs on page 6.

In all of our efforts, we must be clearly and consistently committed to, and invested in, the work of becoming antiracist. This work belongs to **all of us** and our shared mission and values at AHEPPP require us to own this work. This ongoing work is dedicated to increasing cultural fluency, infusion of social justice, and inclusion. This year, we began working on establishing a sense of belonging for everyone, with a goal providing more support for our colleagues who serve students and families at HSI and HBCUs, and continuing to identify the needs and/or areas of concern for our members.

In closing, AHEPPP is for anyone, regardless of title on campus, who works with families and student supporters. I know I look forward to having conversations on why families matter with you throughout the coming year! Thank you all for your continued support and engagement with AHEPPP.

Humbled and honored,

Amy Swank



Amy Swank
President, AHEPPP: Family Engagement in Higher Education
Director of New Student, Parent and Family Relations
Bowling Green State University

CONTENT

- 3 PILLARS OF FOCUS
- 5 PARTNERS IN ENGAGEMENT
- 10 POWER OF COMMUNITY

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

FOUR PILLARS OF FOCUS

IN JANUARY OF 2019, THE BOARD OF DIRECTORS IDENTIFIED FOUR PILLARS OF FOCUS FOR 2019-2021

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.

“I love how quickly you can feel like a member in this community! I am very new to this organization, but I already feel a sense of belonging and feel very welcomed by the people in this organization.”

MEMBERSHIP SNAPSHOT



COLLEGES & UNIVERSITIES



REPRESENTATIVES



ASSOCIATE MEMBERS



47% of members had a job title that was at the director level or higher. Common job titles included: Director of Parent and Family Relations (or equivalent), Associate Director New Student Programs/Orientation, Coordinator for Family Programs, and Director of Development.

Reporting Structure of AHEPPP Representatives



STUDENT AFFAIRS



ENROLLMENT MANAGEMENT



ADVANCEMENT



ACADEMIC AFFAIRS



OTHER (ALUMNI, COMMUNICATIONS, OR HYBRID STRUCTURE)

Partners in Engagement

As a growing association with a small staff, our volunteers are the heartbeat of AHEPPP. The Board of Directors is elected by the membership and serve three-year renewable terms.



AMY SWANK

President

Director of New Student, Parent and Family Relations,
Bowling Green State University



CHELSEA PETREE, Ph.D.

President-Elect

Director of Parent and Family Programs,
Rochester Institute of Technology



RYAN LOVELL

Treasurer

Interim Dean of Students / Interim
Assistant Vice President and Director of
Parent and Family Relations,
Ohio State University



KERRI FOWLER

Conference Liason

Director, Parents and Families Services,
North Carolina State University



LINDSEY BRAY

Board Member

Sr. Coordinator Parent and Family Services,
University of Memphis



ALEXANDRA BROWN

Board Member

Senior Director, Student Alumni Programs
& Family Engagement,
UCLA



MAUREEN HURLEY

Board Member

Director of Parent and Family Programs,
Emerson College



ANDREA MITCHEN

Board Member

Assistant Dean of Students,
University of Houston



TASHA TALTON

Board Member

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



Currently recruiting
Region 1



MEAGHAN DAVIDSON
Region 2 Chair
Assistant Dean of Students,
University of Delaware



ALLISON DODSON
Region 3 Chair
Director of Parent & Family Services,
Appalachian State University



LIBBY DAGGERS
Region 4 Chair
Coordinator of Family
Programming,
Texas A&M University



STEPHANIE BENSON-GONZALES
Region 5 Chair
Associate Director Family
Programs and Communications,
University of Wisconsin - Madison



LIZ VIGIL
Region 6 Chair
Family Outreach Specialist,
New Mexico State University

Region Based

In 2018, a regional structure was introduced. Led by Regional Chairs regions meet quarterly via conference call to discuss hot topics in the field and promote events in their geographic areas.

Finances

Through continued growth and fiscal responsibility, AHEPPP remains financially sound despite the ongoing impacts of COVID-19. Institutional membership dues were \$295 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).



Membership Revenue

Membership revenue increased 9.5% over 2019-20 fiscal year.



Total Projected Conference Revenue

Total conference revenue was 80% of projected revenue due to cancellation of regional events and later opening of virtual conference registration.



Total Expenses

There was a 35% increase in spending over previous fiscal year to support educational initiatives like webinars, a more robust national conference, and the creation of an Executive Director position.

IMPACTS OF COVID-19

COVID-19 has impacted and will continue to impact our fiscal future. Regional events, a focus of the association for membership support and additional revenue, were cancelled. Though AHEPPP remains in sound financial standing, the association must examine our financial models while adapting to the evolving needs of membership. Maintaining resources and support while streamlining costs will be a critical focus for the upcoming fiscal year.

STAFFING SUPPORT - HIRING OF EXECUTIVE DIRECTOR

In February, after careful research and assessment, the Board of Directors hired the association's first full-time Executive Director, Lindsay McKinney. Lindsay's experience as a campus-based professional and dedication to family engagement in higher education are critical assets to the association's future direction.



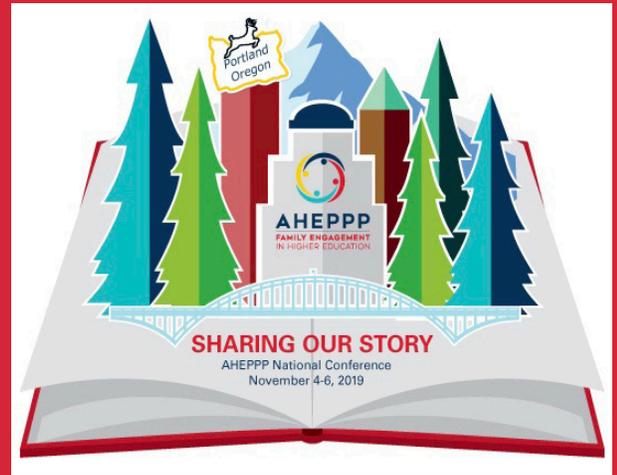
LINDSAY MCKINNEY
Executive Director

2019 CONFERENCE HIGHLIGHTS

“Kudos to the entire planning team! This was my favorite professional conference I have attended. Great work!”

“Loved the conference! It had a great array of sessions, and I felt like it was the perfect balance of structured content and unstructured networking time. This year’s committee knocked it out of the park!”

“This was a great experience as I begin this line of work! I was struck by the generosity, openness, and kindness of all the presenters and participants.”



32

Educational Sessions

2

In-depth Institutes

1

Vice Presidents Panel

194

Attendees

133

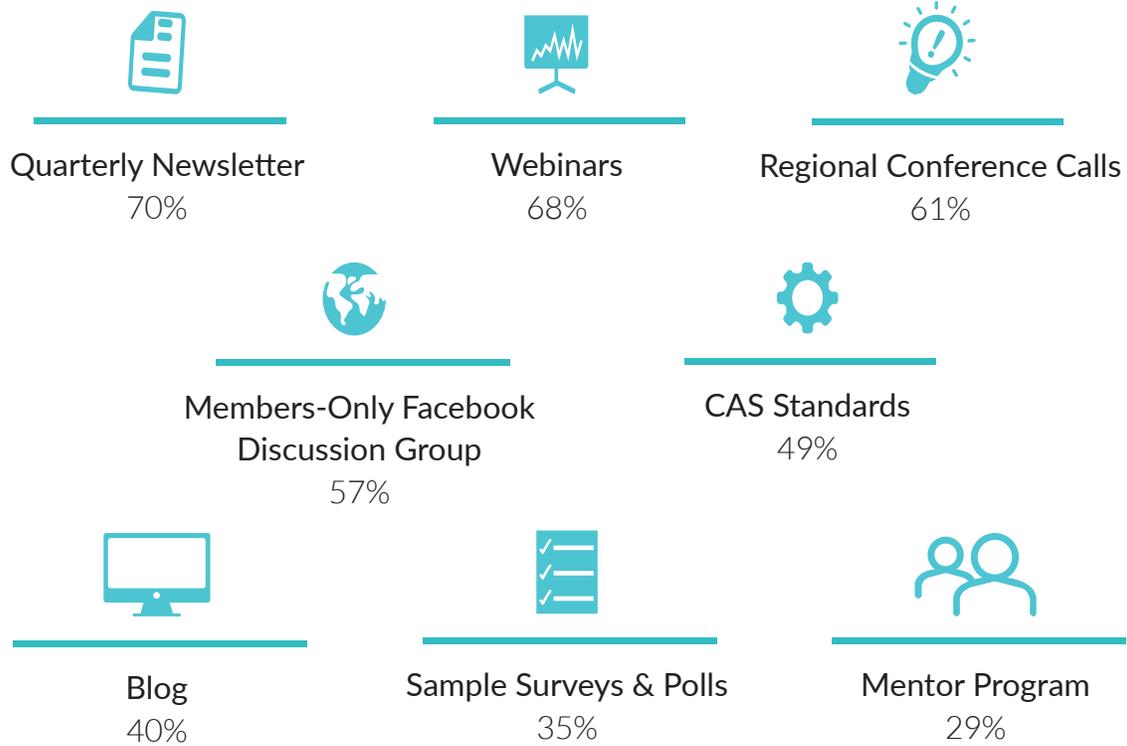
Institutions

8

Associate Member Exhibits

OUR RESOURCES

AHEPPP'S MOST UTILIZED RESOURCES WERE:



Numbers indicate the percentage of members who accessed these resources in 2019-2020

In 2019-2020, AHEPPP hosted 11 webinars. Each webinar contained specific content related to family engagement.

52

AVERAGE
ATTENDANCE FOR
EACH WEBINAR

807

TOTAL NUMBER OF
UNIQUE VIEWS

Most viewed webinars this year:

- Moving Parent and Family Orientation Online
- The GenZ Family: What You Need to Know
- Establishing Credibility with Families as a Young Professional

POWER OF COMMUNITY

DIVERSITY & INCLUSION

AHEPPP formed a Diversity and Inclusion Committee in 2019 in order to embed diversity as a transformational force with our membership, our constituents, and the broader community. Our goal is to keep diversity and inclusion at the forefront of the Board of Directors' work.

The goals of the workgroup are to:



Increase representation of our membership to reflect the diversity of institutions of higher education

Create space for affinity gatherings at the national conference

Increase representation of black and indigenous people of color (BIPOC) on the Board of Directors, Conference Committee, and other leadership roles

Commit to anti-racist work within the association

CAS Standards

The Council for Advancement of Standards in Higher Education (CAS) provides standards to guide practice by student affairs, student development, and student support service providers. The standards describe quality practice and are designed to apply broadly across institution types and sizes.

Members of AHEPPP have access to the CAS Standards for Parent and Family Programs. Using these standards can help you improve your program and share your story, including successes and challenges, with your institutional leadership.

Representative Dr. Christine Self has served AHEPPP & CAS by:

- Writing the Contextual Statement for Parent and Family Programs.
- Serving as an expert reviewer for the current Parent and Family Programs CAS standards.
- Conducting a formal CAS review in 2019.
- Serving on the CAS Standards Review Committee for developing new standards for Campus Information and Visit Services.



CHRISTINE SELF, Ph.D.

CAS Representative
Associate Director Parent & Family Relations,
Texas Tech University

COVID-19 Response

In March 2020, our lives and work turned upside down as the COVID-19 pandemic hit the country and our campuses. Students were sent home, parent communications increased, and events were canceled. More than ever before, our colleagues recognized the important role families play in our students' lives and in our institutions' success.

AHEPPP provided a community for members coping with a myriad of crises in their professional and personal lives through communications, COVID response-related webinars, and virtual roundtables. While all of our campuses responded differently, our members were able to find support and share information through AHEPPP resources. This will continue into 2020-2021 as we shift our annual conference online, continue with our virtual engagement of members, and explore new ways to engage all of our community.

WHAT OUR MEMBERS SAY

.....

“We may seem like a small portion of what happens at a university but we serve a critical audience. AHEPPP colleagues help me advocate for quality communication with families.”

.....

“My AHEPPP colleagues are my inspiration, strength, and source of the best ideas I can implement on my campus.”“

.....

“Everyone is so willing to share ideas and problem-solve. I am grateful for a network of colleagues that “gets it” and is always eager to share resources to elevate our programs. I appreciate how our leadership has strengthened ongoing engagement outside of the conference (through the blog, social media, webinars, etc.) and view the national conference as the most valuable professional development I engage in each year.”

.....

“My involvement with AHEPPP has probably been the #1 most helpful and impactful experience I have had as a professional.”

AHEPPP:
FAMILY
ENGAGEMENT
IN
HIGHER
EDUCATION
2019 - 2020
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