

# 2019 AHEPPP Award Nomination Powerful Partnership Award Submission

**Initiative/Program Name:** Bringing Women Together

**Institution:** University of Memphis

**Nominator:** Lindsey Bray, Sr. Coordinator of Parent & Family Services, University of Memphis

**Description of Event:** Join us for brunch as we celebrate and learn more about female relationships in the past and present. Students are invited to bring their mothers and their daughters. This is a celebration of multi-generations. Events will include demonstrations, hands-on activities, and speakers as we showcase how women have shared information and built relationships in the past and present.



## Bringing Women Together

Join us as we celebrate the multi-generational relationships of our students and families.  
Brunch will be served.

**March 16 | 11 AM**

**Presented By:**

Parent & Family Services | Student Leadership & Involvement



Division of Student Affairs

The University of Memphis is an Equal Opportunity/Affirmative Action University.

It is my pleasure to nominate Bringing Women Together for the 2019 AHEPPP Powerful Partnerships Award. The Bringing Women Together event was hosted on Saturday, March 16, 2019 as part of Women's History Month at the University of Memphis. It was a collaborative partnership with



the Parent & Family Services office and the Student Leadership & Involvement office as a celebration of the multi-generational relationships of our students and their families. To celebrate all of the

generations at our institution, Lindsey Bray and Rachel Koch of the Parent & Family Services office

partnered with Alison Brown, Coordinator for Student Outreach and Support, who oversees

programming and services for our parenting students in the Student Leadership & Involvement office.

Parent & Family Services invited our parents and their current students

and Alison invited students and their children to attend. At the free

event, we hosted over 300 students and their family members for

brunch and activities with two families in attendance having four

generations present.

Tables were set up for families to eat at, with each table

showcasing a theme, event, or way that women have traditionally come



together, such as book clubs, sports,

cooking, salons, quilting and sewing, gardening, and education. Our

themes were meant to inspire conversation and a reflection of how

women have shared knowledge and community. In addition to the

seating tables, we also had activities for attendees to participate in.



Our activism table provided an opportunity for attendees to write a postcard to an elected official, while our creative table showcased coloring pages featuring prominent women with a short introduction. We also had a station for attendees to make their own fascinators to celebrate fashion and allow attendees to have a small takeaway for the event. Our programming for the event included Dr. Cookie Woolner, Assistant Professor of History, who provided attendees with a historical perspective of three prominent mothers and daughters and their place in history.



Our development and presentation of the event was two-fold. First, we wanted to provide a free event to celebrate women's relationships as part of Women's History Month. In our brainstorming we saw the synergy of our work with parents of current students and the work of our colleague



working with parenting students and thought this was the perfect opportunity to bring the groups together to celebrate female relationships. Often our parenting students are unable to be involved and engaged in traditional on campus activities due to their other responsibilities and if they are involved don't often get to

share them with their families, particularly their children. This event and partnership served to alleviate this by providing an opportunity for parenting students to bring their daughters to campus to celebrate their family and their relationships. We



purposefully choose topics that could be relatable to various age groups and have activities that the whole family could enjoy, while still incorporating a learning aspect through our programming and activities.

According to our post survey, 95% of respondents said that they were highly satisfied or



satisfied with the event and 90% indicated that it created a deeper connection with the University of Memphis. A survey respondent said, “Thank you so much for hosting this event! It was a true joy to be able to spend this time with my daughter and celebrate Women’s History Month together. I especially enjoyed speaking with the other families at our table. It was great to see how many generations of families attended. I hope you host this again next year!” From a parenting student, “What a great event! I love that I had an

opportunity to bring my whole family and share a part of my life at UofM with them. I don’t get to do that often and it is really appreciated.”

As a result of this successful partnership, Parent & Family Services has continued to work with and incorporate our parenting students in our events.

We recently began our marketing efforts to invite them to Parent & Family Weekend and have now created specialized events for parenting students and their families within Parent & Family Weekend to ensure that they have some programming that will specifically relate



to them during the weekend beyond the other events offered. Due to the synergy of the populations in



regard to timing of events, we are encouraged to continue these efforts for the foreseeable future to help meet the needs of all of our students and their families.

As we look to ensuring that our programming and events are meeting the needs of our parents and



their students, this collaboration has expanded our vision in the additional students and families we can impact and serve while continuing our mission to serve parents and families. We look forward to our future collaborations and seeing how we can continue to serve our campus community. Thank you for your consideration of Bringing Women Together for the 2019 AHEPPP Powerful Partnerships Award.



Student Leadership &  
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July 31<sup>st</sup>, 2019

Dear AHEPPP Award Selection Committee,

I am pleased to offer my support for “Bringing Women Together” as a nominee for the Powerful Partnership Award. This event, a collaboration between the Parent & Family Services and Student Leadership & Involvement offices at the University of Memphis, reached over 300 guests. As someone working with post-traditional and pregnant and parenting students, I was happy to partner with the Parent & Family Services office to make sure these students are counted and included as the families served by our institution.

Through focus groups and surveys conducted with pregnant and parenting students at the University of Memphis, it is clear that these students feel that they are outsiders on their own campus. Frequent comments include variations of “college wasn’t made for me,” and feeling excluded from involvement that traditional students take part in. Parenting students consider their children not just inspiration for attending and succeeding in college, but also one of their greatest support systems. It is critical to reach this population with programming that not only meets their needs, but is held at accessible times. “Bringing Women Together,” held on a Saturday morning, was accessible for parenting students and also allowed them to bring their children to campus, something in which many parenting students and their children delight.

Feedback from events indicates that designing programming for parenting students specifically increases their feelings of belonging and desire to stay in school. This event provided a fun and welcoming environment for 50 parenting students and their children to interact with 50 traditional students and their families. Parenting students were glad to have an opportunity to expose their children to the University of Memphis campus, as well as an opportunity for their children to run around and have fun with other kids.

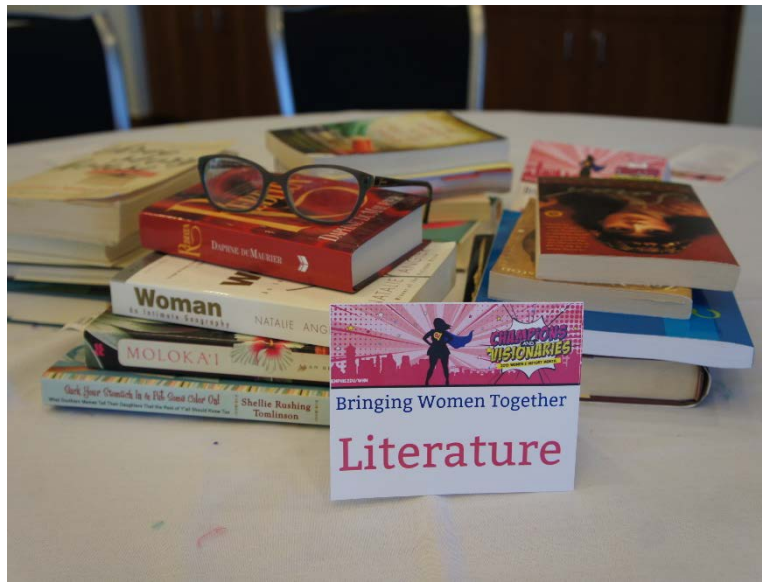
I believe the “Bringing Women Together” program is best represented by a photo taken at the event of four generations from the same family: a University of Memphis student, her mother, her grandmother, and her daughter. This collaboration was an effective and engaging way to include parenting students and support their success at the university.

Sincerely,

Alison Brown  
Coordinator of Student Outreach & Support

# Additional Photos

## Table Themes

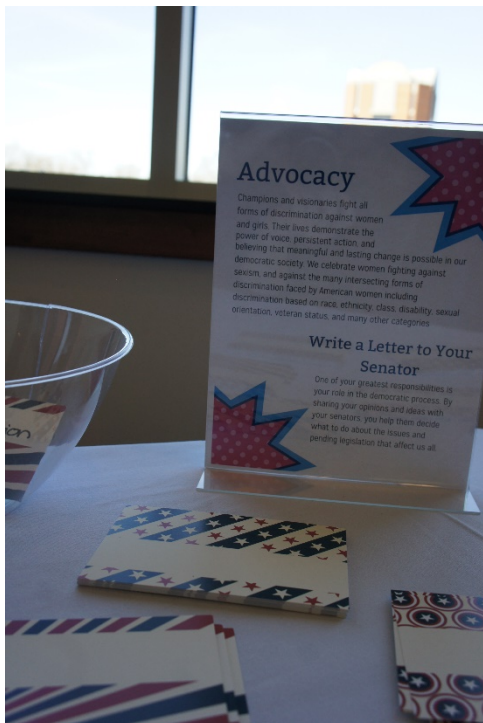








## Activities



## Attendee Photos





