

AHEPPPP 2020

Strategic Plan



Association of Higher Education Parent/Family Program Professionals AHEPPP2020 STRATEGIC PLAN

Approved by the Board of Directors on October 21, 2015

Core Purpose

The mission of the Association of Higher Education Parent/Family Program Professionals is to support professionals in higher education who promote student success through informed parent and family engagement.

Long-Range Vision

The Association of Higher Education Parent/Family Program Professionals will be widely recognized as the leading experts for parent and family engagement in higher education.

Core Values

The Association of Higher Education Parent/Family Program Professionals 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

3-5 YEAR GOALS, OBJECTIVES, AND STRATEGIES

Strategic Priorities

Governance & Leadership
Membership & Outreach
Education
Research & Assessment
Partnerships

GOVERNANCE & LEADERSHIP

GOAL: Develop an effective and accountable AHEPPP governance structure

Objective 1: Establish a sustainable financial model

- Develop annual budget and re-assess after each fiscal year
- Evaluate and confirm fee structures for membership and conferences
- Identify new sources of non-dues revenue (sponsors, grants, regionals, vendors)
- Increase revenue by 20%
- Identify the best investment strategy for the future of AHEPPP

Objective 2: Develop the volunteer leadership structure and identify new opportunities

- Revise and update the existing by-laws
- Confirm the roles and responsibilities of Board members
- Establish working committees for membership, website, marketing/communications, conference, and assessment/research
- Implement and further develop the Conference Committee structure
- Consider regional leadership structure

Objective 3: Evaluate and determine the association staff leadership structure

- Complete a benchmarking analysis of staffing structures for similar associations
- Identify roles and appropriate staffing levels for the association
- Investigate and make a decision about the establishment of an association office

Objective 4: Develop and implement a regional structure for membership engagement

- Identify regions in 2015
- Promote hosting regional drive in conferences/meetings
- Identify volunteer or leadership structure for these efforts

MEMBERSHIP & OUTREACH

GOAL: Enhance the member experience and expand association membership

Objective 1: Obtain member feedback and needs assessment

- Develop a comprehensive method to collect periodic feedback from members to help identify and prioritize needs
- Develop method to regularly analyze membership retention

- Use information to improve services and resources provided by association

Objective 2: Investigate, develop, and implement a comprehensive marketing and communication plan

- Assess/review current communication methods and practices with members and use this data in future plan development
- Create calendar/schedule for timely production of newsletter, journal, and social media content
- Establish best practices and processes for use of listserv/Facebook
- Develop materials and strategies to communicate the value of AHEPPP membership to current and potential members
- Develop an issues-based annual calendar based on frequently asked questions by members on listserv/Facebook and generate related content for newsletter

Objective 3: Expand association membership

- Define what a responsible growth rate is for our association
- Research current parent/family programs at institutions around the country
- Gather data about institutions without parent/family programs to determine membership potential
- Develop a membership recruitment plan with targeted goals for new member institutions, including four-year and two-year institutions
- Identify prospective members (deans, VPs, advancement, admissions, orientation, etc.)
- Increase and engage associate members
- Market to higher education graduate programs around the country to gain graduate student members

Objective 4: Engage with new professionals and/or professionals new to parent/family programs

- Establish resources specifically for new professionals and/or professionals new to parent/family programs
- Conduct targeted outreach to new professionals and those new to parent/family programs throughout the year
- Explore development of a mentor program and identify veteran AHEPPP members to serve as mentors

Objective 5: Continue to improve website

- Evaluate current website structure/categories
- Revise website, incorporating responsive design principles for use on multiple platforms (desktop, tablet, and mobile devices)
- Determine website content and management responsibility and oversight (volunteer or staff)

Objective 6: Develop opportunities for graduate students to get connected/involved in AHEPPP

- Create an AHEPPP summer internship program
- Develop and disseminate materials to graduate preparation programs about parent/family programs as a functional area
- Create a presentation on engaging parents that can be used by member campuses or when visiting prospective members

EDUCATION

GOAL: Expand and continue to improve programs and resources

Objective 1: Continue to enhance the annual conference

- Confirm conference dates and locations three years out
- Increase number of conference attendees
- Assess educational sessions and increase variety of topics and formats (pre-con, sessions, roundtables, etc.)
- Establish conference tracks for new, mid-level and senior level professionals
- Recruit and provide educational sessions that address parent/family engagement from various campus perspectives (advancement, student affairs, academic affairs, etc.)
- Support graduate student and new professionals to attend conference (scholarships and reduced registration fees)
- Create additional awards to expand recognition
- Provide opportunities for new attendees to establish networks at the conference

Objective 2: Improve current and create educational opportunities through online resources

- Create a resource tab on website for easy access
- Sponsor webinars/workshops/web-based chats based on member interest (possible topics may include new professionals, family weekend, parent advisory boards, annual fundraising, etc.)
- Expand web-based resource offerings based on member interest (possible resources may include job postings, content experts, best-practice resources)

RESEARCH & ASSESSMENT

GOAL: Continually improve the work of the association and the profession through ongoing research and assessment

Objective 1: Expand research on parent/family engagement

- Develop a robust research agenda for parent/family engagement
- Identify current research and serve as a clearinghouse to make this research accessible to members
- Identify members/associations/programs who are willing and able to collaborate with others to conduct research

Objective 2: Assess and communicate the impact of parent/family programs at higher education institutions

- Identify existing assessment tools and make them accessible to our members
- Assess and report best practices in parent/family programs every three years
- Ensure sustainability of University of Minnesota's parent/family program survey

Objective 3: Continue to improve professional journal

- Determine best method for delivery of journal (print or online or both)
- Double the submission rates for articles and research by provide education and support to encourage members to submit
- Establish publication schedule and produce journal twice per year

Objective 4: Consider collaborations for publications

- Evaluate and determine research and publication opportunities with NODA and other professional organizations.
- Support and disseminate research on parent/family engagement conducted by graduate students and graduate preparation programs

PARTNERSHIPS

GOAL: Establish partnerships and relationships with other associations, organizations, and institutions

Objective 1: Identify higher education associations that have a natural relationship or connection with parent/family issues

- Develop list of potential associations who interface with higher education professionals who work with parents and families
- Meet formally with executive directors/Board chairs to discuss potential partnerships
- Appoint Board members to serve as liaisons with partner associations
- Develop at least three co-sponsored programs with other associations

Objective 2: Establish AHEPPP as key experts in the field of parent and family engagement

- Establish a speakers bureau of current AHEPPP members willing to share expertise
- Provide consultation services for training, assessment, and/or evaluation of college/university parent and family programs, services, and resources