

AHEPPPP 2020

Our vision for the future.

STRATEGIC PLAN PRESENTATION
2015 AHEPPPP NATIONAL CONFERENCE
SAVANNAH, GA



AHEPPP MISSION

Mission definition:

An enduring statement of core purpose that broadly describes an organization's "reason for being."

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.



AHEPPP VISION

Vision definition:

*A long-term
position or place to
be achieved*

AHEPPP will be widely recognized as the leading experts for parent and family engagement in higher education.



AHEPPP VALUES

Values definition:

Fundamental beliefs or guiding principles of an organization.

AHEPPP shares a belief 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



AHEPPP STRATEGIC PLAN



The Strategic Plan is our “road map” leading our organization into the future.

- Establishes “big picture” vision, strategic direction, goals and objectives
- Comprised of five strategic priorities for the success and sustainability of AHEPPP







GOAL: Develop an effective and accountable governance structure

Objective 1: Establish a sustainable financial model

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

Objective 3: Evaluate and determine the association staff leadership structure

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





GOAL: Enhance the member experience and expand association membership

Objective 1: Obtain member feedback and assessment

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

Objective 3: Expand association membership

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

Objective 5: Continue to improve website

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



GOAL: Expand and continue to improve programs and resources for members

Objective 1: Continue to enhance the annual conference

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



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

Objective 1: Expand research on parent/family engagement

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

Objective 3: Continue to improve professional journal

Objective 4: Consider collaborations for publications



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

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

AHEPPPP 2020

Our vision for the future.

MAKING THE PLAN REAL





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AHEPPPP 2020

Our vision for the future.

- Governance & Leadership (Brian, Branka, Emily)
- **Membership & Outreach**
- **Education**
- **Research & Assessment**
- Partnerships (Board)