ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2004

Area or Unit Name: PARENT RELATIONS
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Section 1. Goals and Accomplishments

Goal 1: Access and Diversity: Offer programs that help parents understand and constructively effectuate their role in the higher education process and the transitions both they and their students experience.

- Program selected for inclusion as exemplary program in the new NASPA monograph “Parents and Higher Education” to be published in 2005.
- A 29.87% mail response rate and a 56.1% phone response rate was attained in the 2003-2004 Parent Profile research, administered in the spring of 2004, and tabulated and summarized in summer 2004. Due to the process of using simultaneous mail phone versions (with separate control groups) to compare return rates of each methodology, Earl Survey Research Laboratory was unable to determine a confidence level, other than to state that it was believed to be “high”. An online version was used as a follow up to each control group.
- Mailed 20,000 copies of fall 2004 newsletter to parents, including welcome letter from president, with parent and Family Weekend 2004 information.
- Created, arranged, and presented five separate “parent track” programs at new student orientation during summer 2004 with the very well-received “All About Transitions”, “Parent Reception”, the new “Your Student’s New Nest and The Life That Goes With It”, a revised “Parent Forum” and the new “Begin With The End In Mind”, in addition to check-in and information table activities.
- Approximately 300 parents attended each of the “All About Transitions” presentations during summer 2004, with 150-200 attending the parent receptions, 25-65 parents attending the “New Nest” session, and 40-50 attending the Career Center open house. Achieved an average 20%-60% attendance at all parent sessions at new student orientation.
- 15,000 copies of the second issue of “The Extension Cord”, full-color magazine for Texas Tech parents, were distributed. The magazine was conceptualized by Parent Relations, developed in partnership with Marketing and Promotions, and distributed in partnership with the Parents Association, Housing and Residence Life, and Hospitality Services.
- Monthly editions of the Parent eNewsletter and periodic Parent E-lerts reached 7,586 subscribers, and were rated as “good” or “excellent” by 92.7% of the respondents in the 2003-2004 parent profile.
- Total of 21 e-publications developed and emailed to the subscriber list during 2004.
- Parent inquiries (not including those related to ticket orders or subscriptions) sent to parent@ttu.edu totaled 1,756 from the period 6/01/04-12/31/04, an average of 250.9 per month or 8.4 per day every day including weekends.
- 11,906 total web “views” on new parent web site at www.parent.ttu.edu from 09/01/04 through 12/31/04. 58% of all parents had visited the parent web site, and a majority found the information they sought, according to the 2003-2004 parent profile.
- For first time, staff and parent volunteers provided a parent information table all first day of fall orientation, resulting in positive feedback and extending Tech Parents membership recruitment.

Goal 2: Partnerships: Build a strategic partnership with parent constituency.

- A new contract agreement between the Texas Tech Association of Parents (Tech Parents) and Texas Tech University was completed and signed in 2004.
- Completed most successful Tech Parents membership drive to date during new
3, 729 members in fall 2004 represented the second largest Parent Association membership on record, reflecting a 0.96% slight decrease from 2003.

While Parent Association membership represented 13.17% rather than 13.18% of the total population, it represented 15.98% of the undergraduate population.

“Road Raiders” safe travel parent network grew to a record 2,450 active parent participants.

48 parents participated in the Leadership Express, the second parent leadership conference in February 2004, which was designed, prepared and led by parents.

Parent volunteers greeted parents at fall 2003, spring 2004 and fall 2004 University Day activities, and distributed 450 copies of The Parent’s Guide at each.

Implemented online credit card transaction verification.

Developed an “instant response” email/postcard confirmation and welcome to parents joining TTAP or placing Family Weekend ticket orders.

Developed an “instant response” email/postcard appreciation to parents subscribing or unsubscribing to the e-publications system.

**Goal 3:** Tradition and Pride: Strengthen parent constituency relationship with university and community.

- Over $9,165 was added to the scholarship endowment from the fall 2004 Tuition Draw fundraiser.
- Due to sustained large participation numbers, Family Weekend 2004 activities were continued at the United Spirit Arena with great success.
- 830 parents attended Friday Family Fun Night and 966 attended the Saturday All University Breakfast Family Weekend. In addition, parents bought 898 Family Weekend t-shirts.
- The $32,000 grant approved by the Helen Jones Foundation was received in January 2004, the first scholarship recipient selected in April 2004, and received scholarship award in fall 2004.
- As new additions to scholarship program, gave away $150 Tech Parents scholarship at each of the nine freshman orientations, and $100 Plains Capital Bank scholarships at each of the twelve freshman and transfer orientations.
- Advertising in The Parent’s Guide offset 80% of the publication cost. 76% of all parents received The Parent’s Guide at some point, with 97.1% rating it “excellent” or “good”, according to the 2004 parent profile.
- All 74 scholarship award recipients in 2004 were included in the StrengthsQuest program.
- The Parent Association continued its $20,000 contribution to the university to defray the cost of membership services provided and support partnership programs assisting students.

**Goal 4:** Technology. New Goal: Secure technology support necessary for efficient parent communication and customer service.

- Presented 3 major IT projects for approval, including securing and moving databases, developing a new parent mass email system, and developing a new parent information/emergency contact system. Secured approval, developed timelines for all projects.
- Email subscription system improvement preparation included updating parent emails, correcting addresses and deleting old ones, reducing “undeliverables” to less than 40 on its first run. Total subscriptions changed from 9,089 to 7,586.

**Goal 5:** Human Resources and Infrastructure. New goal: Develop staff and facility resources to handle increased workload and program goals, while providing exceptional customer service and sustained success factors.

- The fiscal year 05 student service fee request and allocation process in fall 2004 included a request for 2 additional full-time staff positions, an assistant director and an office assistant.
- All staff participated in Strengths Quest, completing StrengthsFinder and attending at least one follow up meeting presented by Mark Pogue.

**Goal 6:** Financial Stability. New Goal: Facilitate Parent Association 50th Anniversary celebration in 2006, along with reaching $1 million endowment campaign goal (dependent on securing additional staff resources).
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
## PARENT RELATIONS

### Area/Unit Specific Information

#### Section 3a. Quantitative Information

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<th>Calendar Year</th>
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<tr>
<td>Family Weekend</td>
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<td>Football Tickets</td>
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<td>307</td>
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<td>T-shirts</td>
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<td>699</td>
<td>516</td>
<td>701</td>
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<td>Tuition Draw tickets</td>
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<tr>
<td>Undergrad enrollment</td>
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<td>25,573</td>
<td>27,569</td>
<td>28,549</td>
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<tr>
<td>Increase/Decrease</td>
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<td>1,996</td>
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<td>13.03</td>
<td>13.187</td>
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</table>
There is No Area Specific Data in Fall Section.
There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.

- Trudy S. Putteet, Director of Parent Relations, completed certificate program in Non-Profit Management.
- Emergency contact forms signed by students continued to be returned by a majority of orientation student and parent participants.
- Best “Aloha Parents” move-in weekend event participation and venue to date as evaluated by attendee comments. Location changed to Frazier Pavilion and marketing efforts increased.
- The complete re-design and integration of both the Parent Relations and Parent Association web sites continued, with new applications and features developed and added. Work continued with site rollout in summer 2004. Templates reflect the integrated marketing design used in other current publications.
- Added monthly calendar wallpapers for download depicting campus and student life as a way for parents to connect with their student’s new “home.” These were very, very well-received.
- Developed and added new online parent forum application to web site, and set up categories for discussion.
- Expanded “Parenting From A Distance” series online and in monthly eNewsletter.
- Initiated “Question Of The Month” series in monthly eNewsletter.
- Conducted the second year of parent profile research, by developing and administering 2003-2004 parent survey. Secured data and cleaned up from Registrar for randomly selected parent control groups. Developed, wrote and formatted instrument, introduction letter, and follow up postcards. Printed and managed mail version distribution and follow up. Reviewed data and suggested comparisons, revisions. Began categorizing all responses to open-ended questions, and editing final research summary.
- 30.6% of all parents are in contact with their students “at least once every day”, with 47.2% in contact “every couple of days”, according to the 2004 parent profile.
- Published a consolidated mailer which included the scholarship application, information about the Tech Parents Leadership Conference, an endowment contribution appeal, the Family Weekend 2005 dates, and subscription update information, improving the previous mailings that were hand-stuffed with each of these pieces of information by saving both time and money.
- In partnership with Admissions & School Relations, a parent “checklist” postcard was created, published, and distributed to newly-admitted students’ parents in spring 2004.
- Moved to tabloid format for “Road Raiders” newspaper insert, printing enough for winter and spring break travel periods to be both more economical and more user friendly.
- Improved average turnaround for ticket orders for Family Weekend to 1 day from receipt of order to mailing ticket packet.
- Improved average turnaround for student and parent invitations to chapter/area send-offs and meeting notices to 1-2 days from receipt of initial request.
- With community partners, secured in-kind gift cases of wine for Career Center tour. Provided parent volunteer to pour wine to save money on catering and regulate amount distributed and consumed.
- After funding the Nobel Laureate “Doctors Without Borders” program in the fall 2003 in partnership with the Center for Campus Life, the Distinguished Visiting Professorship series program has not yet been arranged in 2004 due to staffing limitations.
- IT completed move of membership database from Housing server to TOSM, and move of online parent forum database to separate TOSM web area, following security breach.
- Completed two preliminary system tests on new mass email system during 2004, with scheduled completion in January 2005.
Section 4. Strategic Planning Update.

Goal: Goal 1: Access and diversity.
- Objective 1.2 New Objective: Implement separate parent track for new student orientation, in collaboration with Admissions & School Relations.

Goal: Goal 2: Partnerships.
- Objective 2.3 Deleted Objective: Complete the full implementation of the Parent Relations paradigm. (Completed)
- Objective 2.3 New Objective: Develop and implement full outreach program to take parent involvement message to parent constituents where they reside. (Dependent on adding necessary staff)
- Objective 2.5 Deleted Objective: Find new ways to say “Thank You” to parents for investing in Texas Tech and to show the dividends for their investment dollars. (Incorporated into other objectives, strategies)

Goal: Goal 3: Tradition and Pride.

- Objective 4.1 New Objective: Secure updated parent email system, capable of both graphic and text formats/content, and technologically updated and improved administrator and subscriber interfaces.
- Objective 4.2 New Objective: Develop user-friendly, parent-initiated parent information/emergency contact system.
- Objective 4.3 New Objective: Coordinate smooth data translation between prospective parent email database and parent electronic subscription database.

Goal: Goal 5: Human Resources and Infrastructure. New Goal: Develop staff and facility resources to handle increased workload and program goals, while providing exceptional customer service and sustained success factors.
- Objective 5.1 New Objective: Add assistant director and office assistant positions, and realign current positions to achieve maximum human resource benefit.
- Objective 5.2 New Objective: Develop staff formal development program to reiterate and integrate divisional values and departmental values and customer service expectations.
- Objective 5.3 New Objective: Improve physical atmosphere for staff and visitors.


Commentary:
Revisions reflect growing demands. The pace of change has now outdistanced the resources available to meet these demands effectively. The staff takes pride in having achieved “exemplary program” status, and continues to put forth every effort to maintain it. However, staffing limitations have begun to take a very slight toll on program success and productivity. Avoiding staff frustration requires extra attention and flexibility. Although currently not scheduled for 2004 due to staffing limitations, Parent Relations holds hope that the Distinguished Visiting Professorship series, which has brought a Nobel laureate to campus each year since its inception in the 1960’s, can still be realized. IT support increased in 2004, but the results will not be felt until mid-2005 or later.

Implementation Plan:
Staff resources will have to be reallocated to meet the most important program needs. Avoiding future staff morale issues will require continued attention, flexibility, and systematic professional development and recognition/reward plans. Even attempting one new goal and several new and existing objectives are now considered to be dependent upon securing additional staff. The fall 2004 student service fee request process included a proposal to address the staffing issue that has surfaced as a result of the degree and pace of program success and progress mentioned above.