

## October 24, 2009 – Family Association Planning Meeting – Notes and Summary

Overall: The current Family Association members are motivated and interested in being active on campus. They are especially interested in enhancing the student experience by supporting experiential, hands on learning opportunities that will ultimately translate as ‘resume builders’ and better prepare students for their future careers. Members see the university’s role as encouraging student success, the Association has the opportunity to fill in the gaps and enhance the student experience.

### Recommendations – Family Weekend:

- Hold Family Weekend in October. The fall foliage is a significant motivator for families to visit campus.
- Provide more activities in which families can participate. Families are accustomed to the university programming their activities for them (Open House and Orientation) and expect Family Weekend to be similarly programmed. Additionally, they don’t want to spend their time researching activities to do during the weekend. Many members are travelling significant distances and aren’t familiar with the area.
- Provide additional opportunities for members to meet and network. Not everyone can attend the Friday reception due to work or travel.
- Delay the start of the Friday reception to 6:00pm to accommodate those who are travelling.
- Host a brunch on Sunday to allow families to get to know each other. The Association could subsidize the cost of the brunch to keep costs down for the families.
- Continue to hold planning meetings and invite students to attend as well.

### Recommendations – Family Association Financial Support:

- Support internships, study abroad and experiential programs.
- The members do not want to be involved in the student selection process – they consider this to be ‘over involvement’ on their part. They are providing financial support that enhances the student experience
- Students of Family Association members should be given preference in the decision making process regarding funding. This is seen as a motivator for others to be involved in the Association.
- Members are interested in providing emergency support to WCU students and families in need.

### Recommendations – Member Recruitment:

- Use student involvement opportunities as a way to bring more families into the Association.
- Market the importance of joining the Association directly to students who may pass the information on to their parents.
- Continue to produce calendars.
- Create a cookbook (by students and families) to be given out at Orientation.

- Provide members with preferential parking when on campus.
- Give members access to WCU leadership and big picture information on the university – priorities, future plans, etc.
- Continue to focus on increasing membership in the Association.

Recommendations – Increase Association Profile on Campus:

- Bulletin board at UC or ads on TV62
- Host events for students of Family Association members. This would be an opportunity for the students to meet each other and network.

Recommendations – Outreach:

- Involve the community in supporting the Association's goals.
- Tie activities on campus to home communities – if holding a canned food drive here, alert families in case they want to either send in food with their student or get together with other members in their community and hold a similar event.
- Hold a spring Family Weekend around athletic and/or arts event. Include a team building event like a rafting trip and student transition related workshops.