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.

- Parent Relations was featured as an exemplary program in the book Partnering With Today’s College Parents, published in March 2005 by NASPA (National Association of Student Personnel Administrators).
- Developed and published full-color 12-month calendar for Tech Parents which included both monthly student issues and parent tips.
- Hosted campus-wide teleconference in January 2005 on “Parental Involvement: Tips & Techniques For A New Trend”.
- Prepared and published 8-page Family Weekend newsletter with parent services information and mailed to 24,500 parents in August 2005.
- 350-400 parents attended transitions presentations at New Student Orientation, reaching about 3,150 parents during summer 2005.

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

- Tech Parents association membership represented 15.98% of the undergraduate population in 2004, it represented 16.01% of the undergraduate population in 2005.
- Tech Parents association membership remained steady, showing a decrease of only 1.23% (46 family memberships) in 2005, even with 3 months less to recruit new members prior to the Family Weekend date and despite a 1.14% decrease in overall student enrollment.
- Enhanced Tech Parents association membership package by including co-memberships in College Parents of America and LubbockFunClub.com
- 77 student scholarships awarded by Tech Parents association in 2005, including one-time awards in addition to 56 annual awards.
- Continued to enter Tech Parent association data into student records system for second year toward studying correlation between performance and member involvement/participation.

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

- Hosted Tulane Parent’s Weekend for parents of Tulane students displaced by Hurricane Katrina and enrolled at Texas Tech.
- Sold a record 4,709 football tickets through Parent Relations for Family Weekend.
- Published a record 4,300 “Road Raiders” in tabloid inserts for The Daily Toreador issues before heavy travel periods.
- Tech Parents association members served as hosts for admissions/recruiting events all over state in Spring 2005.
- Tech Parents association was one of 6 co-sponsors of all Tech-related Cotton Bowl events, which received excellent participation and reviews.

Goal 4: Technology. Secure technology support necessary for efficient parent communication and customer service.
• Added web and graphics software and upgraded and networked printers
• Completed addition of private area on Parent Online Forum for Tech Parents officers and board to have online conversations.
• Added monthly parent survey question to parent web site.

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

• Submitted request for assistant director position in budget
• 2 Student assistants graduated, and both continued on to enter Graduate programs at Texas Tech University.

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

• Began planning for 50th Anniversary Celebration with theme selection, targeting major events, backbones of scholarship campaign.
• Began adding to volunteer corps, replenishing those members whose students graduated.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
## Section 3a. Quantitative Information

<table>
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<td>13.03</td>
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There is No Area Specific Data in Fall Section.
There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.

- Received 6,029 emails at parent@ttu.edu.
- Published 19 e-publications sent to active subscription list of 6,482 parents.
- Wrote and taped portions of the “Chancellor’s Minute” on empty nest syndrome which appeared on KCBD-TV and was distributed to affiliates statewide.
- Presentation to Arts & Sciences advisors during summer to assist them in adjusting their communication with parents to become more productive.
- Student Media published Road Raider list in RaiderLife magazine for first time.
- Continued Finals Stress Massages in Residence Halls during finals periods.
- Provided magnet with “Signs of Alcohol Poisoning” for Neighbor-to-Neighbor Campaign in Fall 2005.
- Continued 1-day turnaround for both Tech Parents memberships and Family Weekend orders despite unusually long leave times during critical time periods for Business Services Coordinator due to family and personal illness.
Section 4. Strategic Planning Update.

There is no strategic plan update for the current year.

Commentary:
2005 continued the trend toward bare bones service due to staff size and load limitations. As Parent Relations moves toward increased staffing, the outlook improves for even better performance. The time has come for a complete rewrite of our Strategic Plan, with emphasis on campus-wide buy-in, participation, coordinated message development and involvement. We look forward to beginning this phase as we celebrate the 50th Anniversary of the Tech Parents association.

Implementation Plan:
The scholarship fundraising campaign plan is underway, and also implementation of plans for the 50th celebration. This will require a coordinated effort, and mutual cooperation of all areas involved.