

## **2012-2013 Strategic plan for Parent and Family Relations (06/12/2012)**

### **MISSION**

Parent and Family Relations is dedicated to student success by engaging parents and family members as active partners in supporting student success at Texas Tech University.

### **VISION**

Parent and Family Relations recognizes the importance of family support in the success and retention of students. By providing information and involvement opportunities for family members and students, Parent and Family Relations seeks to support students in achieving academic and student development success.

### **VALUES**

Parent and Family Relations is committed to the values of:

- Promoting Leadership and Development Opportunities
- Communication, Interaction, and Guidance
- Relationship Building
- Creativity, Innovation, and Collaboration
- Diversity, Mutual Respect and Ethical Standards

### **LEARNING OUTCOME FOR PARENT AND FAMILY RELATIONS**

Personal and educational goals: Sets, articulates, and pursues individual goals; Articulates personal and educational goals and objectives; Uses personal and educational goals to guide decisions; Understands the effect of one's personal and educational goals on others. Uses various methods of communication to provide pertinent information; participates or provides opportunities for involvement

## STRATEGIC PRIORITIES, GOALS, AND OUTCOMES

### Strategic Priority: Increase Enrollment and Promote Student Success

**Goal 1: We will grow and diversify our student population in order to improve higher education participation and supply a well-equipped, educated workforce for the state of Texas.**

#### *Outcome Types*

- Provide and participate in outreach and educational programs for potential students and families through Red Raider Orientation programs.
- Provide financial and development opportunities for students through the Raider Relief Fund.
- Provide transportation support for students through the Texas Tech Parents Association Road Raiders Safe Travel Parent Network and Parent and Family Relations Holiday Bus Trips.
- Provide regularly distributed electronic newsletters that provide information to parents and family members on university programs, services, and dates.

### Strategic Priority: Strengthen Academic Quality and Reputation

**Goal 2: We will attract and retain the best faculty in the world in order to enhance our teaching excellence and grow our number of nationally recognized programs.**

#### *Outcome Types*

- In collaboration with the Office of the Provost, Vice President for Research, and the Texas Tech Parents Association, provides awards for five (5) faculty members for excellence in teaching and/or research.

### Strategic Priority: Expand and Enhance Research and Creative Scholarship

**Goal 3: We will significantly increase the amount of public and private research dollars in order to advance knowledge, improve the quality of life in our state and nation, and enhance the state's economy and global competitiveness.**

#### *Outcome Types*

- N/A

Strategic Priority: Further Outreach and Engagement

**Goal 4: We will expand our community outreach, promote higher education, and continue to engage in partnerships in order to improve our communities and enrich their quality of life.**

*Outcome Types*

- Provide support for recruitment events hosted by Undergraduate Admissions.
- Provide local networking opportunities for parents of Texas Tech students through local area chapters of the Texas Tech Parents Association.
- Provide internship opportunities for graduate students in the Texas Tech higher education graduate program.
- Provide financial assistance to students in financial crisis through the Raider Relief Fund.
- Provide scholarships to entering freshman through the Texas Tech Parents Association.
- Provide support for the promotion of higher education through the Sibling Weekend program.
- Provide opportunities for recognition for students for outstanding academics and service through the Student Academic Citizenship Awards.

Strategic Priority: Increase and Maximize Resources

**Goal 5: We will increase funding for scholarships, professorships, and world-class facilities, and maximize those investments through more efficient operations in order to ensure affordability to the State of Texas.**

*Outcome Types*

- Partner with the Office of Annual Giving to increase contributions from parents and family members for the benefit of the university community.
- Develop new and enhance existing student scholarship opportunities through the Texas Tech Parents Association.