



**Samford University**

Parent and Family Engagement

# Annual Report

Fiscal Year 2024



# Mission Statement

The Office of Parent and Family Engagement is committed to work with the parents and family members of Samford University's undergraduate students to support student success, provide meaningful and appropriate avenues for engagement with the university, and build connections with each other.

## FY2024 Highlights

- Rebranded the Office of Parent and Family Programs to Parent and Family Engagement
- Branded the Parents Association and launched a new Samford Parent T-shirt
  - Produced **Samford Talks** conversation cards and launched it as a fundraiser for Samford CARES
- Increased parent engagement during Step Sing weekend, with a "Notable" theme
- Hosted a Samford mission trip to Ecuador during Spring Break 2024 with students, parents, and staff/faculty
  - Reached record attendance at Parent Prayer Walks
- Increased total amount given from the parents of current undergraduate students by 39.8% in FY24
- Witnessed 87% increase in number of parents who gave

## Parents Scholarship

**\$128,824.31** generously donated in FY24 by Samford Parents

**\$1,356,861.41** FY corpus balance

**\$30,842.00** total amount received by four students in Parents Scholarship Awards during FY24

**16** total students receiving the Parents Scholarship since inception in 2016

**\$82,264.50** total amount awarded to all students through FY24

## Samford Giving Day

On April 9, 2024, parents gifted \$32,600. With the gifts of \$28,000 from FY23, our total of \$60,600 sponsored the Convenience Store in the Campus Recreation, Wellness and Athletic Complex.

# Events and Initiatives

- 55 parent-hosted events in 14 states
- Parents in Prayer:
  - 16 Zoom Calls
  - 7 On-Campus Prayer Walks
- 11 Welcome Parties
- 13 Send-Off Parties
- 33 Care Package Parties
- Step Sing Weekend Events
- February Love your Family Month
  - 4 Virtual Faculty Academy classes
  - Family Day at Pete Hanna Center
- Exam Week Snacks for Students
  - Fall (Cookies and Milk)
  - Spring (Popcorn and Soda Pop)
  - Fall and Spring (Pizza)

## Parent Engagement

	Class of 2024	Class of 2025	Class of 2026	Class of 2027
# of current Parents in Database	1,747	1,539	1,693	2,064
# of Parents participating in 2024	1,525	1,193	1,246	1,461

## Bulldog Days Orientation

The Office of Parent and Family Engagement partnered with the Office of Admission to host and orient parents and family members during six summer Bulldog Days orientation sessions for incoming freshmen, as well as summer and winter Bulldog Days sessions for transfer students. These events included presenting a session focused on information parents need to know, hosting a president's state dinner, facilitating an early morning prayer walk, and connecting with parents during the community fair.

Family Weekend was held September 22-24, 2023.  
 1128 families preregistered for the weekend.  
 2201 individuals registered for Pops with the Prez.  
 480 registered for the Parents Association breakfast.  
 1800 guests purchased the tailgate BBQ lunch.

## Family Weekend



# Parents Association

The goal of the Samford Parents Association is to create a vibrant, sustainable association that exists to support and encourage the university and its students and families. Eric and Sharla Stafford serve as co-chairs and lead the association with 15 State Chairs who serve on the leadership team.

From July 1, 2023 to June 30, 2024, we saw the following new partnerships: 233 new complimentary partnerships, 57 new Scholastic partnerships, and 229 Collegiate partnerships, bringing the total Scholastic partnerships to 136 and the total Collegiate partnerships to 760.

## Partnership revenue underwrote the following:

- The Good Measure Fund Projects:
  - An award of \$10,000 underwrote the construction cost of the Samford Home, built and gifted to a family in Ecuador during the Spring Break Mission trip.
  - An award of \$10,000 was granted to provide campus-wide education for student response training for personal safety. The award provided professional training for program facilitators, development and distribution of educational materials, and workshops on situational awareness, bystander intervention, and emergency response techniques.
- The Parent Portal
- Move-In Bags for Freshman Parents
- Family Weekend expenses including tailgate rentals and Party with the Prez
- Expenses for the Parents Association breakfast
- Care packages: Back-to-School, Fall Exam, Step Sing, and Spring Exam

## Communication

### Parent Portal

In FY24, we had an average of 9,000 active users, with an email open rate of 72-75%.

### Social Media

We continue to manage Facebook and Instagram for Samford Parents, in addition to 13 state Facebook pages.

In FY24, the Samford Parents Facebook page following has grown to 5,879 followers, up from 5,252 in FY23.

Samford Parents Instagram grew to 5,537 followers, up from 5,030 in FY23.