Family Council

ESTABLISH | ENGAGE | EXPAND

2016-19 Strategic Plan

Mission

The mission of the UNC Charlotte Family Council is to enrich the 49er student and family experience by supporting impactful engagement opportunities, providing family perspectives, and promoting family philanthropic initiatives.

Background

The University of North Carolina at Charlotte’s Office of New Student & Family Services, in collaboration with the Dean of Students Office and University Advancement, established the Family Council in the spring of 2015. The Council was established to tap into the desire of parents and family members to be more engaged in the campus community. From its initiation, the Council focused on creating new pathways for family engagement at UNC Charlotte, while continuing to actively promote family philanthropy through the 49er Family Fund.

After the inaugural year of meetings, NSFS and the Council saw that a greater need for structure and purpose was evident for this new initiative to be successful. Following an engaging and productive conversation at the fall 2016 Council meeting, a plan was drafted to revision the mission and purpose, engagement opportunities and priorities for growth of the initiative. This conversation led to the creation of this strategic plan for the Council for the next three years.

Included in this strategic plan are the revised mission and membership definitions for the Council. Furthermore, the plan identifies the strategic priorities for the Council by breaking each year down into three to four priorities with tactics to achieve this. Council members will be active in achieving the goals included here and we work to establish, engage and expand UNC Charlotte’s Family Council.

Membership

Members should be parents or guardians of a currently enrolled student, or a student who graduated from UNC Charlotte during the council members’ term of office. Each member family will serve a one-year, renewable term with the Council, running beginning August 1 and running through July 31 of the following year.

Members of the Family Council will…

- Attend two business meetings each year—one in the fall semester (September/October) and one in the spring semester (February)
- Attend one 49er Family Fund Allocations meeting each spring
- Contribute an annual leadership gift of $1,000 to the 49er Family Fund
Annual Strategic Goals

ESTABLISH | 2016-17

- Grow Council Membership
  - Promote involvement through New Student & Family Services’ programs
  - Connect Leadership Gift Officer from University Advancement to potential members
  - Create website and online interest form at parents.uncc.edu
- Strategically Plan and Build Partnerships
  - Create and approve three-year strategic plan
  - Establish campus partnerships
- Continue Student Life Allocations
  - Continue proposal and allocations process for 2017-18
  - Publish report on successes and opportunities for growth from 2016-17

ENGAGE | 2017-18

- Formalize Council Timeline
  - Institute formal term for members of Aug. 1, 2017-July 31, 2018
  - Design formal recruitment process for new Council members
  - Create online portal for Council engagement
- Develop New Involvement Opportunities
  - Explore and propose the creation of second-tier involvement for family members
- Develop New Student, Family or Transition-Focused Initiative
- Assist in Development Initiatives
  - Design and print marketing materials for the 49er Family Fund
  - Design and implement new philanthropy initiative

EXPAND | 2018-19

- Develop New Council Leadership Opportunities
  - Explore and propose new leadership roles beyond Chair & Vice Chair
- Increase New Student, Transition and/or Development Programming
- Expand Reach to New Campus Partners
  - Design and implement new initiative with Career Center
  - Research additional campus and community partnerships