



*Parent Association*  
THE UNIVERSITY OF UTAH

## Parent Association at the University of Utah Executive Committee Application

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### **Parent Association Mission Statement**

The Parent Association at the University of Utah will:

- Promote student success, health and safety by engaging parents in the education process;
- Engage parents in the university's mission and goals;
- Provide a communication forum for parents; and
- Through the Executive Committee, act as parent advisors for parents to help them with questions, advice or be somebody with whom to talk.

Please visit our website at <http://orientation.utah.edu/parents/parent-association.php> to learn more about the Parent Association, our Parent Council and the Parent Association's Executive Committee

### **Brief Description of the Current Executive Committee Sub-Committees**

#### **Marketing Committee:**

Increase awareness and engagement of the Association's Mission with all of our audiences: Parents of high school students and new and continuing U of U students, students preparing to graduate and their parents, and U faculty and staff.

Leverage communication vehicles such as the Parent Association website, Facebook and newsletter, Daily Chronicle, K-UTE, ASUU, Alumni Association Continuum, brochures, letters, emails and phone calls in Association communications and marketing.

#### **Member Engagement Committee:**

Engage parents of two primary audiences:

*Recruiting*-Connecting U Days, Bringing the U to You, Admissions Application Days, Red White & U Days and outreach calling campaign

*Committed*-Orientation events, Move-In Day, Welcome Luau for new parents, students and family members, President's Welcome, Parent & Family Weekend events (breakfasts, dinners, U of U sporting events, theater, skiing, hiking and snowshoeing), Homecoming tailgate party in conjunction with the Alumni Association and the MUSS, watch parties, Mom's and Dad's nights and Career and Job Fairs

This Committee solicits parent volunteers for Parent Association events and activities.

#### **Fundraising/Finance:** (President and Vice President and other EC members as required)

Working with University officials, assist in developing and refining the Parent Fund as a revenue stream to help achieve the Parent Association's Mission and continue providing resources to student based programs, funding:

- Scholarships-Rewarding Achievement, Ensuring Access, and Promoting Completion
- Parent Fund Endowment

- Grants to University student services, centers, initiatives and programs
- Parent Association events

**University Outreach Committee:**

Help facilitate sharing information between University departments and the Parent Association. Works with the officers of the Executive Committee on strategic initiatives and relationships and create outreach plan to ensure colleges and major departments receive information about the Parent Association.

**Student Recruitment Committee:**

Works closely with Admissions and solicits in-state and out-of-state parent volunteers for our annual calling campaign. Helps schedule those volunteers.

**Nominations Committee:** (EC members must have two or more years with the EC)

Provide the Executive Committee with energetic and diverse individuals who will actively support and promote our Mission and bring new ideas to help support our students. This Committee also runs the elections of our officers.

**Application Questions**

What is your background? (No specific background is required for appointment to the Executive Committee. The Executive Committee is looking for a diverse group of people who represent different areas of life experiences.)

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What is your past experience with other boards/volunteering? \_\_\_\_\_

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What do you feel you can contribute to the Executive Committee? \_\_\_\_\_

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Why are you interested in serving? \_\_\_\_\_

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The Executive Committee meets four times each year, usually on one Friday afternoon in each calendar quarter and in conjunction with Parent and Family events. Can you commit to attending three of these meetings per year, preferably in person, or alternatively by phone or Skype?

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Sub-committee work is generally done through email or conference calls. Are you willing to serve on at least one sub-committee?

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In which sub-committee(s): Marketing, Member Engagement, University Outreach, or Student Recruitment, would you be interested in serving on?

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Are there other areas that you would like to focus on besides the existing committees?

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What are the age(s) of your child(ren) and which school(s) do they currently attend?

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Please return this application by July 31, 2017 to [parents@utah.edu](mailto:parents@utah.edu)  
or mail to

Parent & Family Programs  
200 S. Central Campus Dr., Suite 280  
Salt Lake City, UT 84112

For questions, please contact us at (801) 581-7069 or [parents@utah.edu](mailto:parents@utah.edu).