Proactive Parental Engagement

Strategic Planning Initiative
Strategic Plan Alignment

• Priority 3:
  • Improve customer experience with simple, transparent processes and new technology that is user-friendly

• Goal 2 (Communicate):
  • Create engaging campaigns to collect feedback, raise awareness, and increase excitement about our services to meet the needs of a diverse population.

• Strategies:
  • Leverage current and foster new relationships to enhance transparency and promote awareness about our services.
  • Adopt targeted tools and strategies to communicate and educate customers.
Project Team

• Team Lead: Mackenna Benson*
• Team Members:
  • Lynn Wiggs*
  • Tad Fifer*
  • Darla Guerra*
  • Crystal King
  • A.J. Wolf
  • Justin Tippy
  • Chad Preuss
  • Byron Prestridge
  • Daniela Rodriguez-Gomez

• Sponsor: Debbie Lollar
• Project Manager: Justin Johnson

*responsible or accountable for one or more project deliverables
What are we trying to solve?

- Flip a reactive posture of communication to parent groups to a proactive one
- Reduce misinformation on social media
- Increase understanding of processes and procedures
- Increase awareness of key dates
- Reduce volume of calls/emails/tickets to CSU
Why parents?

- Parents tend to be a primary communication outlet to the students.
- Parents perform many tasks on behalf of their students or ensure their students complete those tasks.
- They contact CSU frequently with common questions and issues.
- They contact TS frequently via social media with common questions and issues.
- Or (worse) they don’t contact TS on social media and spread misinformation among themselves.

Note: additional stakeholder groups are included in other SP projects.
Deliverables

• Newsletter
  • Established strategic dates and topics for the periodical newsletter
  • Compiled content for the first newsletter
  • Produced a draft of content, currently in review
  • Planning to distribute in coming weeks

• Permit Registration Video
  • Evergreen video to supplement first newsletter
  • Script developed, reviewed and finalized
  • Video filmed over spring break, edited and uploaded to YouTube

• Forums
  • Zoom Webinars planned for summer to help with NSCs

• Webpage
  • Will develop webpage to showcase relevant and timely content
Howdy Aggie Families!

We at Texas A&M University Transportation Services are thrilled to announce the launch of our brand new newsletter tailored specifically for you – the parents and family members of Aggie students!

Through this newsletter we plan to share pertinent transportation-related information to help them stay safe and navigate their way through various campus events throughout the year and share key dates to put on your calendar.

We will also provide opportunities to engage with our staff through live Q&As and webinars to answer any questions you may have and provide feedback to us.

Our desire is to ensure your student has the best campus experience possible, and we hope this new platform will aid us in that effort!

Your Latest Need-to-Knows

Permit Registration

Parking Permit Registration opens on April 10th. Transportation Services utilizes virtual permit parking. Parking is verified using license plate recognition technology. Your student’s plate must be linked to their permit. Customers with virtual permits must register their plate, pay for parking permits, and park with their license plate toward the drive aisle.

How to Register
1. Log in to My Account
2. Select where you want to park
3. Add vehicle license plate info
4. Provide payment method
5. Provide parking address
6. Review request and submit

Permit Assignments Work
Parking permits are assigned based on priority to ensure our students can register at the campus Transportation Services office.

New Student Conferences

During NSC registration, you are required to enter a license plate number to ensure you receive your NSC parking permit. If renting or uncertain about the vehicle, still provide a license plate for assignment and you will be able to change it on the NSC portal up to 2 days before the conference.

How to Access your NSC Parking Permit:
1. Visit My Account in the navigation of the Transportation Services website.
2. Use your NetID and Password to log in
3. Select “My Permits”
4. Select your permit under “My Active Permits”

Important Dates

April 10 – July 9: Permit Registration (students only)
- Registration is not first come, first served.
- Registration can be challenged or canceled prior to midnight July 9
- Family Weekend: Sat. 4/12 - Sun. 4/14

Parking
- Event Parking will be available in West Campus Garage from 7 a.m. to 6 p.m.
  - $5 per entry
  - Preppy through ParkMobile

Shuttles
- Shuttle buses will run between West Campus Garage and the Clayton W. Williams Jr. Alumni Center during the following times:
  - 6:30 a.m. - 9:00 p.m.

Pre-Pay for Parking:
- ParkMobile

Texas A&M vs. White Game: Sat. 4/13
- Parking Lots open at 11:00 a.m. for $10.00 per entry:
  - Lot 80, Clayton W. Williams Jr. Alumni Center Garage (UCO)
  - Lots 100A-100B, 100F, 74, 86, 97, 104, and West Campus Garage (WCO)

Live Q&As

We will be hosting periodic Q&As to prepare you and your students for all upcoming events. Check out our website below for dates and sign up!
Permit Registration Video

Watch on YouTube