

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*
 - Justin Tippy
 - Tad Fifer*
 - Chad Preuss
 - Darla Guerra*
 - Byron Prestridge
 - Crystal King
 - Daniela Rodriguez-Gomez
 - A.J. Wolf
- 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





Transportation Services

FAMILY NEWSLETTER

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 shipping address
6. Review, request, and submit

How Permit Assignments Work

Parking permits are assigned based on priority by hours! Your students can register at any point throughout the registration window.

April Campus Events



Ring Day: Thurs. 4/11 - Fri. 4/12

Parking

Event Parking will be available in [West Campus Garage](#) from 7:00 a.m. to 6:00 p.m.:

- \$5 per entry
- [Prepay through ParkMobile](#)

Shuttles

[Shuttle buses](#) will run between West Campus Garage and the Clayton W. William, Jr. Alumni Center during the following times:

- 8:30 a.m.–5:45 p.m.

Pre-Pay for Parking!



Family Weekend: Sat. 4/12 - Sun. 4/14

Saturday, April 13

- [University Center Garage \(UCG\)](#) – parking opens at 6:30 a.m. for \$10/entry
- [Gene Stallings Blvd. Garage \(SBG\)](#) – parking opens at 6:30 a.m. for \$10/entry
- [Northside Garage \(NSG\)](#) – parking opens at 8:00 a.m. for \$5/entry

Sunday, April 14

- [University Center Garage \(UCG\)](#) – parking opens at 6:30 a.m. for \$10/entry

Disabled parking is available in University Center Garage (UCG) or Lot 62 on a limited basis.

Maroon & White Game: Sat. 4/20

Parking

Lots open at 9:00 a.m. for \$10.00 per entry:

- Lot 60, [Gene Stallings Blvd. Garage \(SBG\)](#), and [University Center Garage \(UCG\)](#).
- Lots 100a–f 100j, 100m, 74, 95, 97, 104, and [West Campus Garage \(WCG\)](#).

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 changed or canceled prior to midnight July 9

April 13: Family Weekend

April 20: Maroon & White Game

July 13 – July 19 @ noon: Cancellation week

- Can change payment method, address, or license plate during this time frame.
- Can cancel your permit assignment during this time, but you will NOT have a permit issued to you.

July 19-21: Student Permits issued

July 22: Permit cost transferred to student fees

August 1:

- First day to buy a permit if you didn't receive one during issue OR you want to purchase a Night or Motorcycle Permit
- Purchase RELIS permits (no registration available)

August 15 – 18: Move in

- Be looking for a postcard in the mail with specific information regarding your dorm and drop-off parking options.

August 19: First day of class

August 23:

- Last day to purchase permit if you paid with credit card and not student fees.
- First waitlist move for faculty, staff and students

Connect With Us!

Contact Us!

Unsubscribe

Live Q&As

We will be hosting periodical Q&A Sessions to prepare you and your students for all upcoming events! Check out our website below for dates and sign up!

Register Here!



TEXAS A&M UNIVERSITY
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Permit Registration Video



[Watch on YouTube](#)



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