

# HERU 2019 – Engaging Honors Parents and Families in Philanthropy

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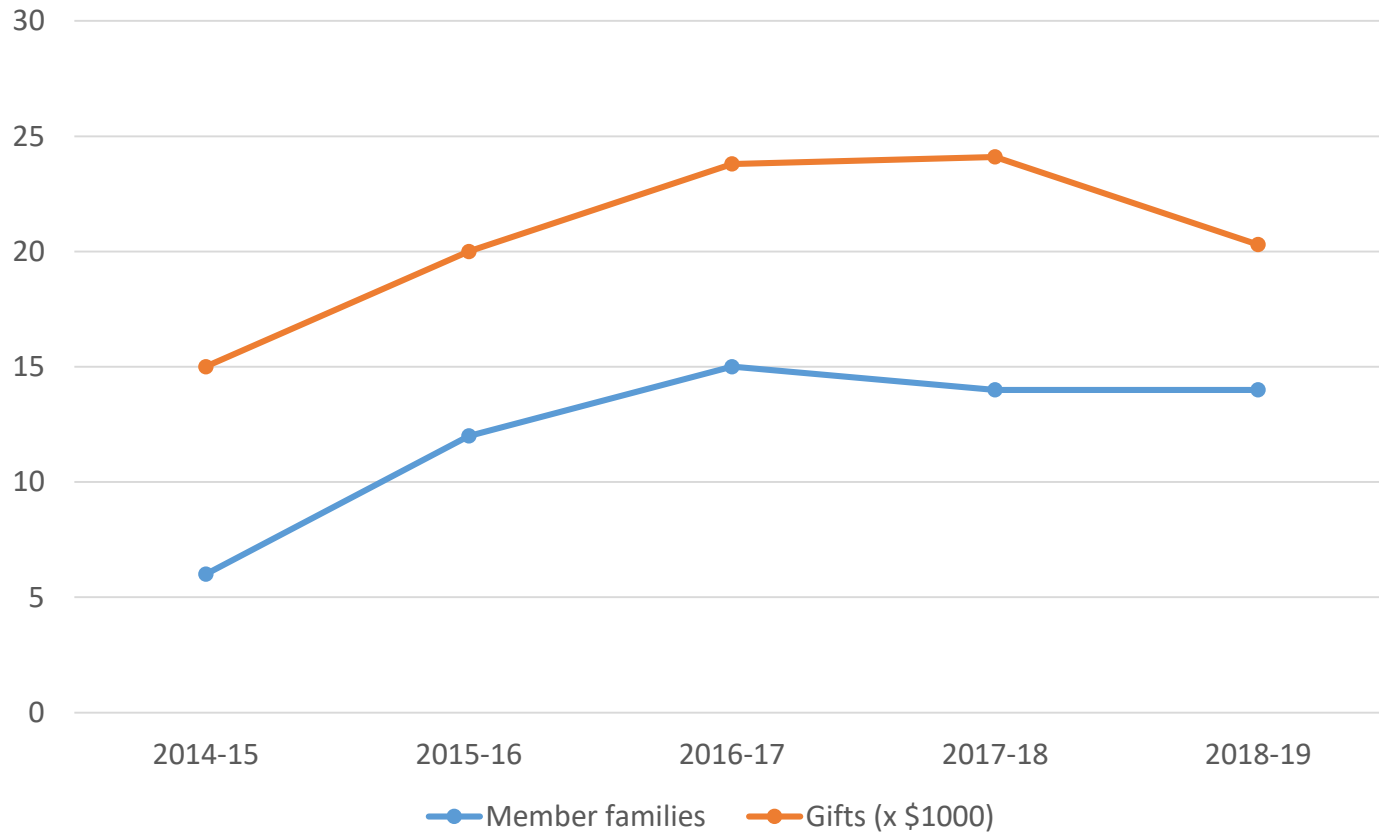
Oregon State University  
Honors College

# History & Context

- The OSU Honors College
- Establishing the Parent Leadership Circle (PLC)
  - Intent
  - Process
  - Adjustments
- Growth over time



# PLC Members and Gifts, 2014-19

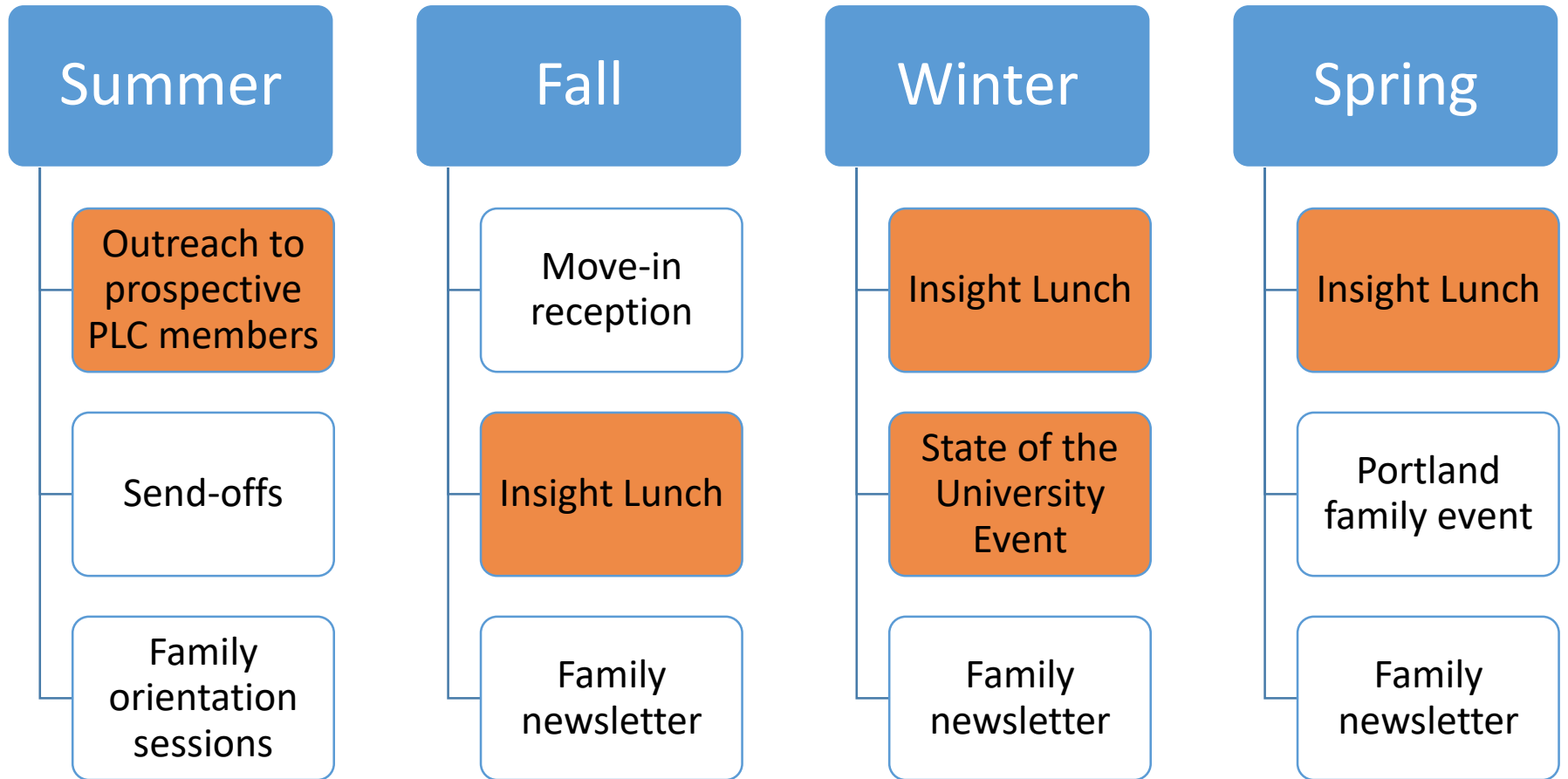


# Structure of the PLC

- Outreach: letters, follow-up calls
- Quarterly Insight Lunches
- Other events and activities: send-offs, move-in reception, Portland events



# Engagement for PLC Members and Honors Families



# Impacts of the PLC

- Moves families from discovery to deep engagement
- Integrates with broader strategy of family engagement—which supports student success
- Leads to other engagement & development opportunities



# Challenges & Next Steps

- Flattening growth
- Refining outreach
  - Expanding beyond first-year students
  - Other ways and places to publicize PLC



# Questions/Conversation

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