



Samford University

Parent and Family Engagement

Annual Report

Fiscal Year 2025



Mission Statement

The Office of Parent and Family Engagement is committed to work with the parents and family members of Samford University's undergraduate students to support student success, provide meaningful and appropriate avenues for engagement with the university, and build connections with each other.

FY2025 Highlights

- Parent & Family Engagement launched **The Samford Parent** e-newsletter featuring monthly “From Parents, For Parents” articles, the Parent & Family Pic of the Month, upcoming event details, and current university information.
- Samford parents funded ten inspiring projects, totaling \$61,000 during our exciting, annual Parents Association Breakfast through our **Good Measure Ballot**.
- We hosted parents and families at our Step Sing Market Place in the University Center for the 75th anniversary of this iconic Samford tradition.
- Samford parents established the **Student Opportunity to Participate Scholarship** helping students with identified need participate in extra-curricular clubs, programs, and service/mission opportunities.
- Parent and Family Engagement hosted **Grandparents Day** with over 300 registrations featuring student-led worship, academic tours, classroom engagement, and lunch with President Beck Taylor.
- We hosted 26 parents, staff and faculty for the **Samford Parent 2025 Journey to Italy** led by Dr. Jeff Leonard.

Parents Association

The goal of the Samford Parents Association is to create a vibrant, sustainable association that exists to support and encourage the university and its students and families. Eric and Sharla Stafford lead the association as co-chairs, along with 23 State Chairs who serve with the 32 Parent Advisory Board members.

Partnerships

From July 1, 2024 to June 30, 2025, we saw the following new partnerships: 34 new Scholastic partnerships, and 223 Collegiate partnerships, bringing the total Scholastic partnerships to 130 and the total Collegiate partnerships to 750.

FY25 Giving

Total Giving to Parent Associations Funds	\$375,344.74
Parent Association Fund	\$152,357.05
Endowed Parent Scholarship Fund	\$170,861.41
Student Opportunity to Participate Annual	\$5,000
Student Opportunity to Participate Endowed	\$37,126.28

Events and Initiatives

- 47 parent-hosted events in 16 states
- Parents in Prayer:
 - 8 Zoom Calls
 - 7 On-Campus Prayer Walks
- 6 Welcome Parties
- 23 Send-Off Parties
- 18 Care Package Parties
- 6 Coffees and Lunches
- 1,100 Drive-Home Bags for Move In Day
- 6 Step Sing Weekend Events
- Family Month in February
 - 4 Virtual Faculty Academy Classes
 - Grandparents' Day
- Exam Week Snacks for Students
 - Fall (Ice Cream and Brownies)
 - Spring (Cupcakes)
 - Fall and Spring (Pizza)

Campus Partnerships

The Office of Parent and Family Engagement partnered with the Offices of Residential Life, Greek Life and Campus Safety to provide Zoom calls for parents during the summer of 2024. Attendance included 676 parents for the Res Life calls; 188 for the Greek Life calls; and 281 for the parking Zoom call with Campus Safety.

The Parents Association partnered with Samford CARES to provide soup and crackers for the food pantry, during Step Sing weekend. Parents donated a total of 1,034 items.

Parent & Family Engagement partnered with the Office of Community Engagement to launch our first service project during Family Weekend providing and packing food for our mission partners in Ecuador where we continue to support our mission teams during Spring Break.

Bulldog Days Orientation

The Office of Parent and Family Engagement partnered with Enrollment Management to host and orient parents and family members during eight orientation sessions for incoming freshmen and transfer students. Our presentation was designed to welcome these new parents to the Samford family and provide information about the meaningful engagement opportunities available to them as we work together to help our students succeed. We hosted a President's State Dinner in the Caf for parents to sit together and make connections with other parents from their geographic area. We facilitated an early morning prayer walk and greeted parents during the Community Fair in Seibert Rec Center.

Family Weekend: By the Numbers

- 1,072 families preregistered for the weekend.
- 237 family members participated in the Family Service Project.
- 2,210 individuals registered for Pops with the Prez.
- 520 parents registered for the Parents Association breakfast.
- 1,728 guests purchased the tailgate BBQ lunch.

Family Weekend

September 20-22, 2024

FY2025 Good Measure Project Funding Total: \$61,000

- Apologetics Speaker – \$5,000
- Bereavement Books – \$1,000
- Bibles for Students – \$6,000
- Drum Set for Reid Chapel – \$5,000
- Ecuador Mission Trip Scholarships for Students – \$5,000
- Food Pantry Digital Improvements – \$7,000
- Samford Serves Feeding Project during Family Weekend - \$10,000
- Quad Tents for Student Organizations - \$2,000
- Ecuador Mission Trip Construction of a Church – \$10,000
- Student Opportunity to Participate Scholarship - \$10,000

Parents Scholarship

7 students received scholarships in FY25 totaling \$77,753.

23 students have received scholarships totaling \$152,754.50 since inception in 2016.

Parents Endowed Scholarship corpus balance: \$1,567,439.89.

\$170,861.41 generously donated in FY25 by Samford Parents to the Parent Scholarship.

Student Opportunity to Participate Scholarship

The **Student Opportunity to Participate Scholarship** was established in FY2025 with the purpose of providing funding for students to acquire knowledge, skills and experiences outside the traditional educational setting.

Listed below is the first semester summary of giving and scholarship awards.

Student Opportunity to Participate Scholarship	Total gifts received	Balance	Amount awarded	# of applications received	# of students awarded
Annual	\$5,000.00	\$2,412.00	\$2,588.00	22	11
Endowed	\$37,126.28	\$37,126.28	N/A	N/A	N/A