Willamette University Parent Leadership Council

The Parent Leadership Council (PLC) is a community of Willamette University parents who set a leadership example through their philanthropic support and advocacy for Willamette’s mission. The PLC serves as a resource for prospective, current and alumni parents and partners with Willamette to help engage parents with the university.

Members

Willamette University invites select parents to join the PLC typically during their student’s first or second year. All invited members are asked to join the Leadership Circle with an annual gift of $1,842 or more in commemoration of Willamette’s founding year. Gifts can be made to the unrestricted Parents Fund (preferred) and/or a restricted program area. Members are asked to serve an initial two-year term and are eligible for reappointment to successive terms upon mutual consent. Membership may also be granted to parents who make significant non-monetary contributions to the university.

A central responsibility of the PLC is to contribute to university fundraising efforts. As appropriate, PLC members may be asked to sign printed or emailed solicitations and/or make peer-to-peer fundraising “asks.” Parent fundraising efforts are divided among major gift officers, PLC volunteers and annual giving staff; efforts are made to coordinate parent giving activities with the annual giving solicitation schedule.

Leadership Structure

An Executive Committee governs the PLC and partners with Willamette staff to provide leadership, direction, communication and volunteer support for philanthropy and parent engagement programs and events. Committee positions include a chair; vice chair; philanthropy chair; secretary; and parent ambassador chair, a parent volunteer who embodies Willamette’s motto of service to the university community.

Members typically serve an initial two-year term as a regular member before their leadership appointment by the university; reappointment to their leadership positions may happen upon mutual consent of the member and university.

The committee is staffed by the associate vice president for Advancement and/or his designee. Meetings are held regularly, in person and via conference call, throughout the year.
Subcommittees

Subcommittees include Philanthropy, Student Experience and Parent Engagement. The Parent Engagement subcommittee has primary responsibility for the creation and execution of an annual parent donor recognition event during Family Weekend.

Each PLC member serves on a subcommittee that meets during on-campus PLC meetings (twice per year). Subcommittees work closely with a university staff member and report to the entire PLC during each on-campus meeting.

Additional subcommittees may be added upon expansion of the PLC. Additional conference calls may be held as needed.

Parent Ambassadors

Parent Ambassadors are a group of current and alumni parents who set a leadership example through their volunteer support and advocacy for Willamette’s mission. The Parent Ambassador Chair, who serves on the PLC Executive Committee, represents Parent Ambassadors. Membership is based on gifts of any amount and/or volunteer service to Willamette University.

All PLC members are strongly encouraged to serve as Parent Ambassadors.

The Parent Ambassador program is staffed by the Office of Alumni and Parent Relations and works closely with the Associate Vice President for Advancement and other university offices.

Meeting Schedule

The PLC meets twice per year on campus (April/May and October) and may have additional meetings via conference call as needed. Meeting schedules are set in advance to allow for appropriate planning by the university and parent volunteers. Efforts are made to engage students and other university stakeholders including trustees, alumni board members and staff with the PLC, as appropriate. Each PLC meeting includes four key components: report from the president and/or other senior university official, fundraising report, subcommittee meetings and reports, and social/networking opportunities.