

Name Lady Cox

Institution Auburn University

Job Title Associate Vice President for
Student Affairs

Please write a statement describing why you will be a good member of the AHEPPP Board of Directors. Please include particular skills that will suit this role and the ways in which the candidate's leadership will contribute to AHEPPP's mission, programs and initiatives. Limit to 500 words.

Like many of you, I love working with the parents and families of college students. In my experience, it takes a village to support college students, and connecting with the families who raised them is one of the best ways to improve success.

For the past 18 years, I have worked with parents directly. I have founded parent and family program offices at two SEC universities. As part of that work, I have built resources for families ranging from handbooks and webinars to events and awards programs. In addition, I enjoy learning about the families of college students so much that I even completed an in-depth case study of a university as part of the research for my doctoral dissertation.

I want to join the AHEPPP Board of Directors to support the organization that has helped me. I attended the first AHEPPP conference in Boulder, Colorado, in 2006. I found a community of helpful friends who work together to make parents nationwide feel equipped to help their students succeed. Since that first introduction to AHEPPP, I have attended conferences, presented at conferences, and served as a guest on webinars for new parent professionals. AHEPPP also connected me to Chelsea Petree and the team that co-wrote the book *College Ready*. I am proud to be one of the co-authors of this important resource.

As a board member, some of the skills I will bring include strategic organization planning, conference planning, fiscal management, and marketing/communication. In strategic organization planning, I have experience and skills in building a team, casting a vision, and implementing goals. In the area of conference planning, I served twice as programs coordinator for the NASPA Region III conference and on the conference planning committee. In my role as a manager, I consistently manage multi-million budgets and a staff of over 70 people. Regarding marketing and communication, I have led several branding campaigns and marketing strategy implementations to build awareness of university programs or services.

AHEPPP is my "home" organization. This is the group that I have known and loved for years. Parent & Family Programs did not report to me at Auburn for the past few years. The unit returned to my portfolio this summer, so I would like to return to AHEPPP. I value this organization and want to be a part of AHEPPP's future.