

Building a Bicycle for

TWO (or the whole family)

CREATING CONNECTIONS WITH YOUR FAMILIES

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Creating Connections

Creating connections with families on our campus is important for the families and the student. It starts with prospective students and families and continues through the college years until graduation.

It is important to build those connections early and often so that parents and families:

- 1) Have the tools and resources to help their student and their entire family transition to college life.
- 2) Feel better about having their student attend your college.
- 3) Know that they have a direct person/resource to reach out to if their student needs help or if they need help.
- 4) Have such a positive experience that they tell others about your campus
- 5) Want to donate their time, talent or treasure to your program or campus.

Creating Connections – Parents as Partners

Helping Families with the Transition to College Life:

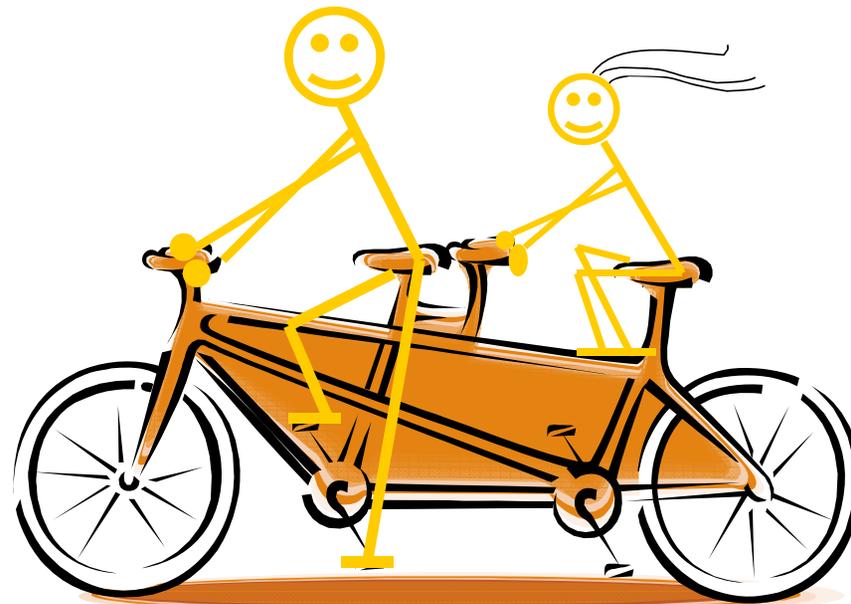
During Orientation, set the tone for your campus with families – how involved or engaged do you want them to be? You can do that with your Orientation Resources (Guides, Handbooks, Calendars, etc.) or any presentations during Orientation.



Tandem Bicycle Model of College Parenting

Stage 1

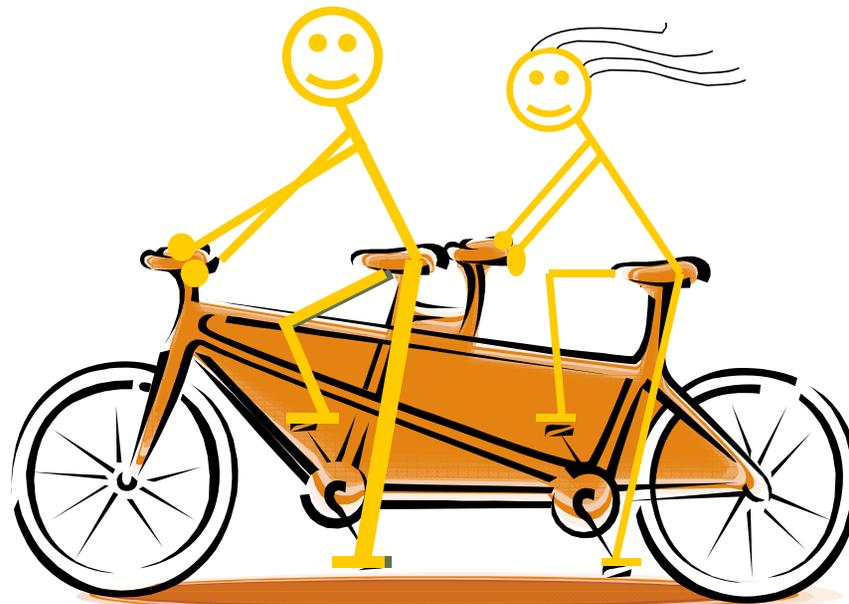
Along for the Ride



Tandem Bicycle Model of College Parenting

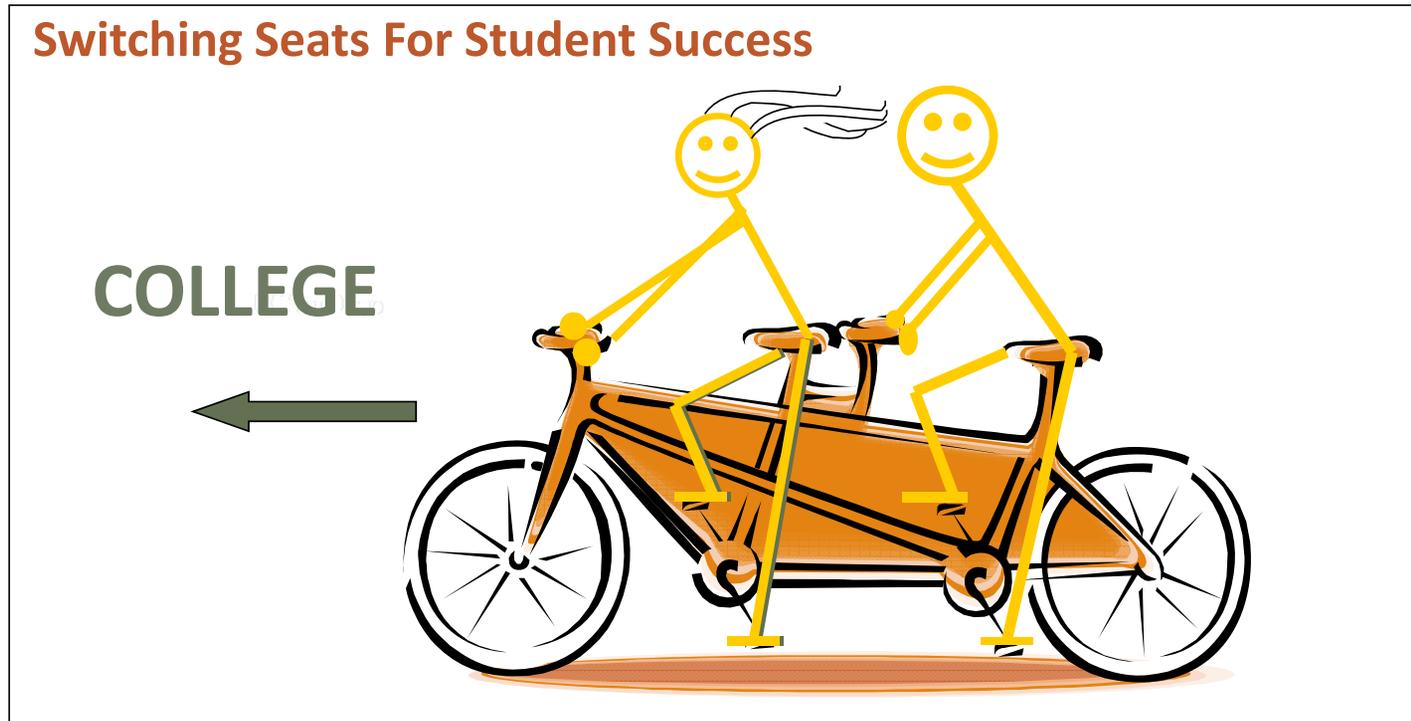
Stage 2

Contributing to the Journey



Tandem Bicycle Model of College Parenting

Stage 3



Creating Connections Throughout the Year



Move-In Weekend – Have current families volunteer to welcome new families during move-in, post pictures on social media, share transition articles in your newsletter, etc. Host a Welcome New Families Brunch during Move-In Weekend.

First Week of Class – Picture Day for students to send to families and social media posts, or have your parents write letters during orientation and you can deliver them during the first week of class

Programming Opportunities - Family Weekends, Sibs Weekend, Spring Game, Grandparents Weekend, etc.

Holiday E-Card/Social Media Posts – Wish your families a safe and happy winter break.



Creating Connections Throughout the Year

Mother's Day and Father's Day E-Cards/Social Media posts

Ongoing Connections - Newsletters/E-newsletters, websites, social media, phone/email

Volunteer Opportunities -

- Meet & Greets for Prospective families, Summer Send-Offs, Orientation, Move-In, Family Weekend, Commencement, and more!
- Connect with other families at local or regional events with Admissions, Alumni or other campus representatives

Commencement – Congratulate your families at the graduation with special giveaways, sell flowers or balloons, partner with your campus bookstore, have underclass parents volunteer with your staff to share the special moment.

Networking for Families – While all of our events are helpful to the families to help their students, they are also helpful to our families to meet other families and make new friends who are going through similar experiences. They can also support one another.



Questions?
