



# CONNECTING WITH FAMILIES IN CASE OF STUDENT DEATH

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# Parent Community

## ~ Parent Relations Primary Roles: Communications & Reassurance

- All messages drafted by Office of Communications
- Message depends on type of situation
  - on-campus, off-campus, in town; during school year, during summer; alcohol-related, accidental, criminal, natural causes
- Refer questions to appointed college contact

# Parent Community

## ~ Messages sent from the President

- First message asap – social media reaches parents quickly
- Send additional information when available
- Same messages that go to the campus community
- Include:  
condolences, allowable incident information, campus community gathering, counseling services, safety reassurance, special arrangements for students (busing to off-campus services, reschedule exams, etc.)

# Parent Community

## ~ Alcohol-related death

- Institution's efforts to reduce alcohol use (reassurance)
- New student orientation sessions
- Education and programs on alcohol offered during year
- Non-alcoholic social events offered
- Student Handbook and Code of Conduct
- Enforcement

# Parent Community

~ Remove deceased student's parents from mailing lists

- Notify all offices to remove parents from mailing lists
  - mailings to college community about incident
  - solicitations, phonathons
  - tuition, housing notices
  - event invitations

# Parent Community

## ~ Institution's Incident Action Group

- Parent Relations Director a member of the group
- Keeps parent needs in the conversation
- First-hand knowledge of what actions the college is taking
- Assures accurate information for parents

# Student's Family

Dedicate a staff member to host the family

# Student's Family

Just your presence matters



# Student's Family

Schedule: allow time

# Student's Family

Offer to help with logistics  
(funeral home, hospital, airline)

# Student's Family

Hardest

Most meaningful