

The Daily Deac: Using Blogging to Engage Parents



**Betsy Chapman, Director of Family Communications
and Volunteer Management, Wake Forest University**

NOVEMBER 16, 2016

WHERE DOES YOUR OFFICE REPORT?



Student Affairs/Campus Life

Advancement/Development

Foundation/Alumni

Enrollment Management

Academic Affairs

University/College Relations

Other?

SESSION AGENDA



Overview of university parent and family communications trends

Wake Forest case study

School profile

Communications strategy

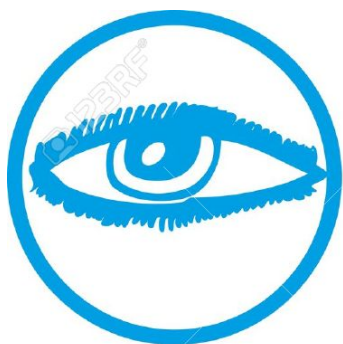
Impact of the Daily Deac blog

How your school could get started with a parent blog

Future research

BUT FIRST...AN EXERCISE

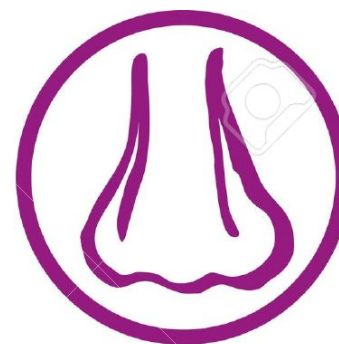
I see...



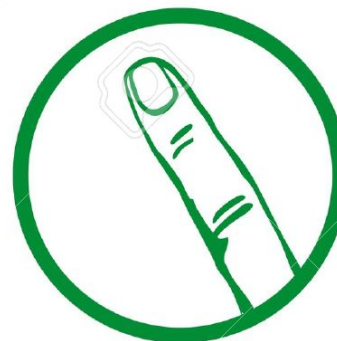
I hear...



I smell...



I taste...



I feel...

GROWTH OF PARENT AND FAMILY COMMUNICATIONS



When did you create a parent office?

- 2.2% - prior to 1970
- 17.8% - in the 1990s
- 46.3% in the 2000s
- 15.1% in the 2010s



2013 National Survey of College and University Parent Programs,
conducted by Marjorie Savage, University of Minnesota

GROWTH OF PARENT AND FAMILY COMMUNICATIONS



2003

- **8.5% of survey respondents had a website for parents and families**

2013

- **99% had a parents and families website**
- **75.6% had a front page link to their parents and families website**

2013 National Survey of College and University Parent Programs,
conducted by Marjorie Savage, University of Minnesota

GROWTH OF PARENT AND FAMILY EXPECTATIONS AND BEHAVIOR



Information

- Grades
- Student schedule
- Campus activities and resources

78% of parents reported communicating with their student daily or 2-3x/week*

Customer service

- Tuition (public or private) is a significant investment

* 2012 Parent Survey, conducted by Marjorie Savage, University of Minnesota

GROWTH OF PARENT AND FAMILY EXPECTATIONS AND BEHAVIOR

Messages parents receive

- Strongly encouraged to be involved K–12; parental involvement leads to student success!
- Parents expect college communications and inclusion
- Frustration with FERPA, HIPPA



* 2009 article by Kirsten Kennedy “The Politics and Policies of Parental Involvement”

ABOUT WAKE FOREST



1,313 first-year students entered Wake Forest in the fall of 2016

Undergraduate students: approximately 4,800

**Total enrollment:
approximately 7,700**

**Private university with
liberal arts curriculum**

Division I athletics

Winston-Salem, NC



HTTP://PARENTS.WFU.EDU



Started in fall 2009; largely electronic

WAKE FOREST UNIVERSITY

MENU ≡

Parents & Families | My Student is a(n)... | Daily Deac | Communications | Engage | FAQ | Resources & Deadlines

A large crowd of students gathered in front of a building with a clock tower. The text "Parents & Families" is overlaid on the image.

RESOURCES

- 2016 Family Weekend
- Academic Calendar
- Admissions & Aid
- FAQ
- How's the Weather?

DATES & DEADLINES

October 24, 2016 - November 4, 2016

Advising Period for Spring Class Registration

October 31, 2016

Deadline to Petition to Be Released

HOW TO REACH US

OFFICE OF FAMILY ENGAGEMENT

parents@wfu.edu

336.758.4237

PARENTS AND FAMILIES WEBSITE



My Student is a(n)...



Incoming Student ('21)

For Early Decision students admitted for the Class of 2021.

[More Info](#)



First Year ('20)

For first-year students starting Wake in August 2016.

[More Info](#)



Upperclassman/woman

For families of current sophomores, juniors, and seniors.

[More Info](#)



Grandchild

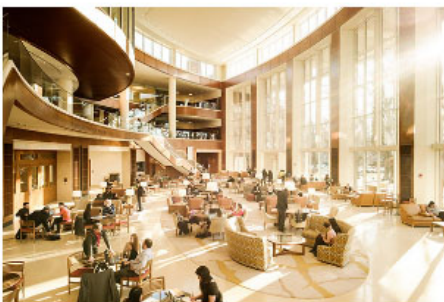


Prospective Student

PARENTS AND FAMILIES WEBSITE



Resources & Deadlines



Most Requested

Answers to the most commonly-asked questions.

[More Info](#)



Campus Resources

A directory of campus resources for families.

[More Info](#)



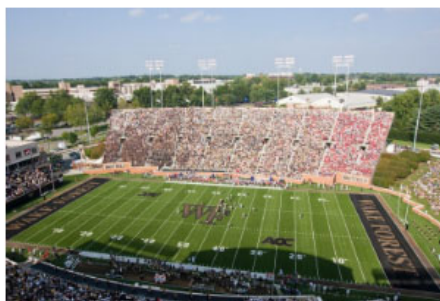
Contact Us

How to reach the Office of Family Engagement.

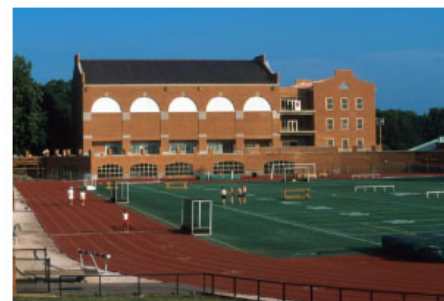
[More Info](#)



Quad Cam



BB&T Field Weather & Webcam



Miller Center Weather & Webcam

PARENTS AND FAMILIES WEBSITE



Communications



Daily Deac

A blog for families with a glimpse of campus life.

[More Info](#)



Newsletter

Monthly e-newsletter with action items, news, and resources.

[More Info](#)



Deacon Greetings

Birthday coming up? Send your Deac an e-card!

[More Info](#)



Family News



Thrive



Stop, Drop, and Roll

E-NEWSLETTER



WAKEPARENTS & FAMILIES

E-newsletter from the Office of Family Engagement



Move-In for new students is August 26th, and we could not be more excited to welcome the Class of 2020 and their families to campus! If you are the parent or family member of an incoming first-year student in the Class of 2020, please be sure to look at the special section of this e-newsletter about Move-In.

The Office of Family Engagement is excited for another reason: in addition to changing our office name this summer, we have a newly-created logo for our office, which you see in the header of this email, and we will be launching a new look and feel for our website the week of August 23rd. The new look and feel will - we hope - be a little less text heavy and a little easier for you to navigate. It's not quite ready for primetime yet - but sometime during the week of August 23rd we'll be up and running. Check back that week at parents.wfu.edu. We hope you'll like what you see.

As you get ready to pack up your Deacs and send them to school, fill this last week or two with lots of love, their favorite foods, and fun family time.

We wish you all safe travels to campus and a smooth Move-In!

Betsy Chapman ('92, MA '94)
Director of Family Communications and Volunteer Management

Campus Life and Events

The [Office of Personal and Career Development](#) has published a list of 2016-2017 opportunities for Wake Forest students to learn about potential job/internship opportunities, meet with employers, and network with alumni! [See the full list of dates and events.](#)

From [Fraternity and Sorority Life](#) - Fall fraternity and sorority recruitment events are just around the corner! Because first-year students are not eligible, fall recruitment is much smaller and less formalized than in the spring. As a reminder, students must have completed at least 12 hours of college credit and have a 2.5 cumulative grade point average. [Read more.](#)

[Family Weekend 2016](#) will be held October 7-9. Please visit the [Family Weekend](#) website to register for this great weekend! The Office of Student Engagement plans all Family Weekend activities.

Resources and Deadlines

The 2016-2017 **Student Health Insurance deadline to enroll or waive is August 26.** Students who have not enrolled or waived coverage have been emailed several times this summer, and families for whom we had a valid email address were [emailed this message](#). Student(s) will be **automatically enrolled** in the Student Blue insurance plan offered by Wake Forest **if they do not complete a waiver by Friday, August 26, 2016 at 5 p.m. and the insurance charge will remain on the student account.** Please urge your student to check his/her WFU email account for emails with the subject line of "WFU Health Insurance Requirement" and to act on that email to avoid an automatic enrollment.

[Thrive and the Office of Wellbeing](#) - We know that for parents and families, your students' wellbeing is of the utmost importance and we want you to know that it is important to us too! Each month, we'll post Wellbeing tips, tools, and resources, to help parents and families successfully navigate helping your students become the best version of themselves at Wake Forest, as well as give you peace of mind at home. [Read more.](#)

STOP, DROP, AND ROLL



HAS YOUR CHILD CONTACTED
YOU ABOUT A PROBLEM?

REMEMBER THAT
OLD ADAGE...

STOP, DROP,
AND ROLL

TOGETHER WE CAN
PROMOTE INDEPENDENCE

THROUGH
STUDENT
PROBLEM-
SOLVING



...and take a deep breath when your student contacts you with a problem. Is it **really** something he or she cannot solve on his or her own? If you fix it for him/her, does that help your student develop independence?



...the urge to reach out and immediately begin fixing things. Instead, push back with questions. What might you do? What options are you considering? What campus offices might have resources? *Additional deep breathing may be required.



...with it. Let your student do the problem solving on his/her own. The long-term benefits of building problem-solving skills and independence will last your student a lifetime.

In the Event of a Serious Issue or Concern about Your Student or Others

While we encourage you to let your student navigate his or her Wake Forest experience as independently as possible, if you have an urgent concern about the health, safety, or wellbeing of your student or others, there are offices available to assist you.

University Police

336-758-5591 (non-emergency)

336-758-5911 (emergency)

24/7 Dispatch Center: dispatch@wfu.edu

Admin Offices: police@wfu.edu | police.wfu.edu

Student Health Service

336-758-5218 | shs@wfu.edu | shs.wfu.edu

Nurse available at the Health Service with physician on-call back-up after clinic hours (5:00 p.m. to 8:30 a.m.) Monday through Friday and 24 hours a day on Saturdays and Sundays during the Fall and Spring semesters

University Counseling Center

336-758-5273 | counselingcenter.wfu.edu

After-hours and weekend crisis response available when school is in session by calling the Student Health Service at 336-758-5218

Office of Family Engagement

336-758-4237 | parents@wfu.edu | parents.wfu.edu

parents.wfu.edu/faq/ (Parents and Families FAQ with answers to many frequently-asked questions)

After hours assistance

Most administrative offices work on a Monday-Friday 8:30 am-5:00 pm schedule.

If you have an urgent need to reach someone at the university because you have a concern that must be addressed quickly, we have designated the University Police as our 24/7 contact. They can assess the situation and determine who best to address your concern.

The 24-hour contact number for University Police is 336-758-5591 (non-emergency) or 336-758-5911 (emergency). They can get in touch with on-call duty staff 24-hours/day.

Five Senses of North Dining Hall

February 8th, 2016 | [Edit](#)

It's been a while since we've done one of these. Today I'm perched at a table in North Dining Hall. It's 1 pm.

I see...

- About half of the tables occupied.
- 90% of the students I see are dining with others. I'm at a table by herself, laptop open. She appears to be
- A flat screen TV on the wall showing highlights of last night's Super Bowl. The other is showing a talk show
- An ARAMARK worker walking around making sure tables are pushed in and tables are cleared and clean.
- A girl leaning over the guy she is eating with, looking at his phone. I'm playing the 'are they or not?' game in my head. They are both sitting at the same table.

Meet a Deac - James Raper (MAEd '02)

February 23rd, 2016 | [Edit](#)

We continue our Meet a Deac series this week with one of my dear friends, Dr. James Raper of the [University Counseling Center](#). You would have met James if you attended the *Just for Parents: Help with the College Transition* session during Orientation/move-in weekend; he co-facilitates that program with Dr. Joanne Clinch of the Student Health Service. You might also have consulted with James, or his fine colleagues in the University Counseling Center (UCC), if you called the UCC with questions or sought advice about concerns.

James co-authored a very helpful series on what counseling appointments look like at Wake Forest. There are two parts: [making the initial appointment](#) and [what the first session looks like](#), and the [follow up appointment\(s\)](#). I commend these pieces to you (and your Deacs) because they demystify the counseling process.

Without further ado, Dr. James Raper.

What is your official job title?



Seen on Campus...and Around the World

February 3rd, 2016 | [Edit](#)

Yesterday I was on campus and took a few snaps of things I saw. There is some sort of art project on the steps between the Tribble Courtyard and the side entrance of the ZSR Library. Each black and white photo has an interesting saying on it. I am not sure exactly who is sponsoring it, or what it means, but I found the images to be intriguing and hope you do too!

There were also a couple of places on campus where someone (an individual? a student organization? it's a mystery) had chalked our motto, "PRO



Gives parents a casual look at what is happening on campus – allowing families access to information beyond 'official news' or 'marketing'

DAILY DEAC BLOG



On website or subscribe via Feedburner

New blog post **each weekday, all year**

Topics range from campus events, tips for parenting college students, impressions of campus, pictures, etc.

2,077 subscribers



The Gift of One Hour

November 4, 2016

by Betsy Chapman

This coming Sunday we will "fall back" and turn the clocks back one hour. Which is sort of like getting a free hour, or a chance to re-do an hour all over again.

How will you spend that ...

Categories: *campus life*

Expanded hours for onCall shuttle service

November 2, 2016

by Betsy Chapman

Quick post today – still advising my students. An announcement went out today that we are expanding the hours of the onCall on-demand shuttle service. As we approach turning the clocks back ...

SUBSCRIBE

Receive the Daily Deac in your inbox.

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Select Month

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WHAT DOES DAILY BLOGGING DO?



Gives families a way to engage

Lets you present messages you want families to hear

**Provides a connection to the student experience –
while encouraging an appropriate distance**

**Introduces staff for future
questions or concerns**

**Keeps your school in the
front of families' minds**

***...and this created an
unexpected outcome:
giving***



A DEVELOPMENT PERSPECTIVE



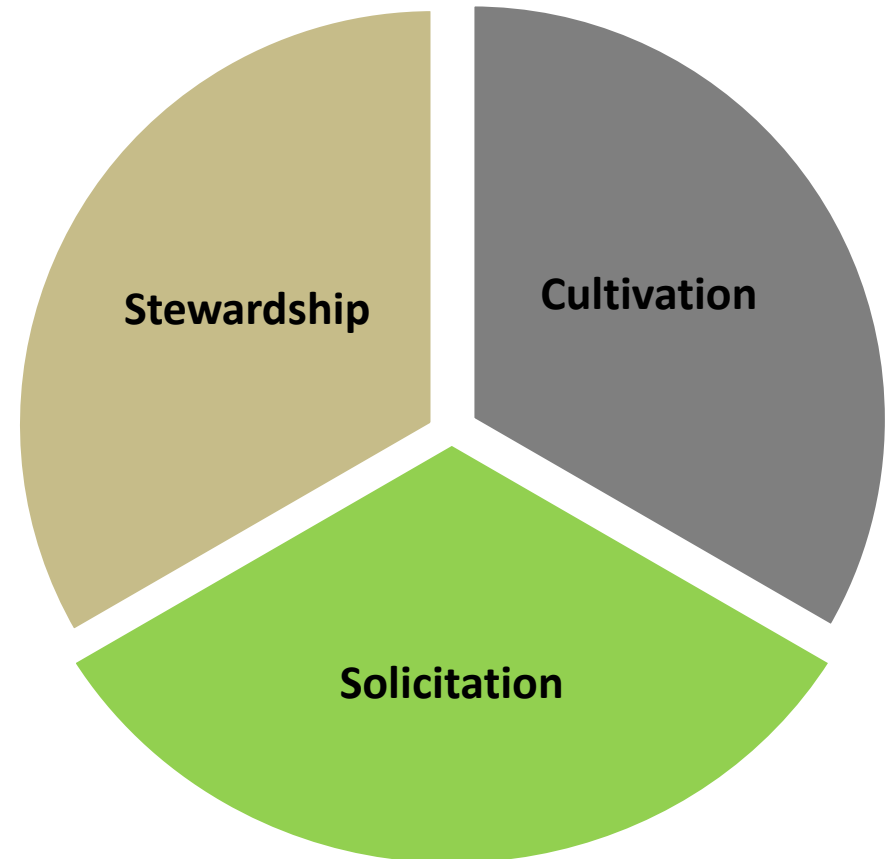
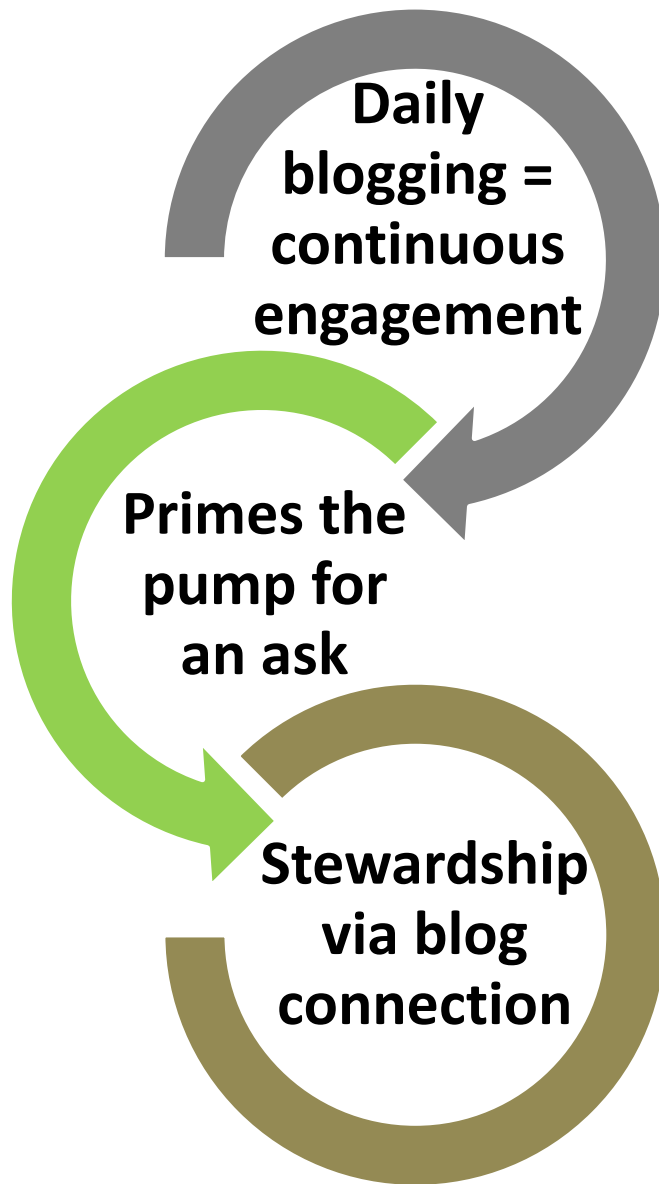
To move a family towards a major gift, a Development Officer must invest time in a prospect (phone calls, personal visits, emails, etc.)

Because it is high touch, this kind of cultivation can only be done with a small portion of the prospect pool (10-20%)

“Make sure your prospects think about Wake Forest at least once a month”



BLOGGING AND THE CULTIVATION CYCLE



DAILY DEAC IMPACT FY16



	Daily Deac subscribers	Non-subscribers
Made a gift to the Wake Forest Fund in FY16	33%	15%
Made a gift to the Wake Forest Fund OR any other part of WFU in FY16	58%	29%
Average gift to the WFF in FY16	\$3,782 (\$2,830 if you exclude the top 5 gifts as outliers)	\$2,548 (\$1,869 if you exclude the top 5 gifts as outliers)

CORRELATION OR CAUSATION?



Software: Statistical package **R 3.1.2** software was utilized to run this analysis. MASS package was used to perform the Pearson's Chi-squared test analysis.

Analysis: Pearson's Chi-squared test was run to understand the relation between the categorical variables: DailyDeac subscription and Philanthropic Giving. There are two hypotheses in the analysis.

Null Hypothesis (H_0) : The subscription to DailyDeac has no impact on giving.

Alternative Hypothesis (H_1) : The subscription to DailyDeac has an impact on giving.

```
> DailyDeacData <- read.csv("Dataset2.csv")
> DailyDeacAnalysisTable = table(DailyDeacData$Giving, DailyDeacData$Indicator)
> chisq.test(DailyDeacAnalysisTable)
```

Pearson's Chi-squared test with Yates' continuity correction

```
data: DailyDeacAnalysisTable
X-squared = 7.6621, df = 1, p-value = 0.005639
```

Results: With a P-value less than 0.05, the analysis rejects the Null Hypothesis and the Alternative Hypothesis that '**subscription of DailyDeac is resulting in more donations**' holds true.

**“Participation-level gifts”
= annual fund gifts under \$5K**

**Families likely not to have been in a Development Officer’s
prospect pool**

9.2% overall increase from FY 2009-15. *Segment increases:*

105% increase in gifts \$1-24

41.3% increase in gifts \$2,500–4,999

20.5% increase in gifts \$500–749

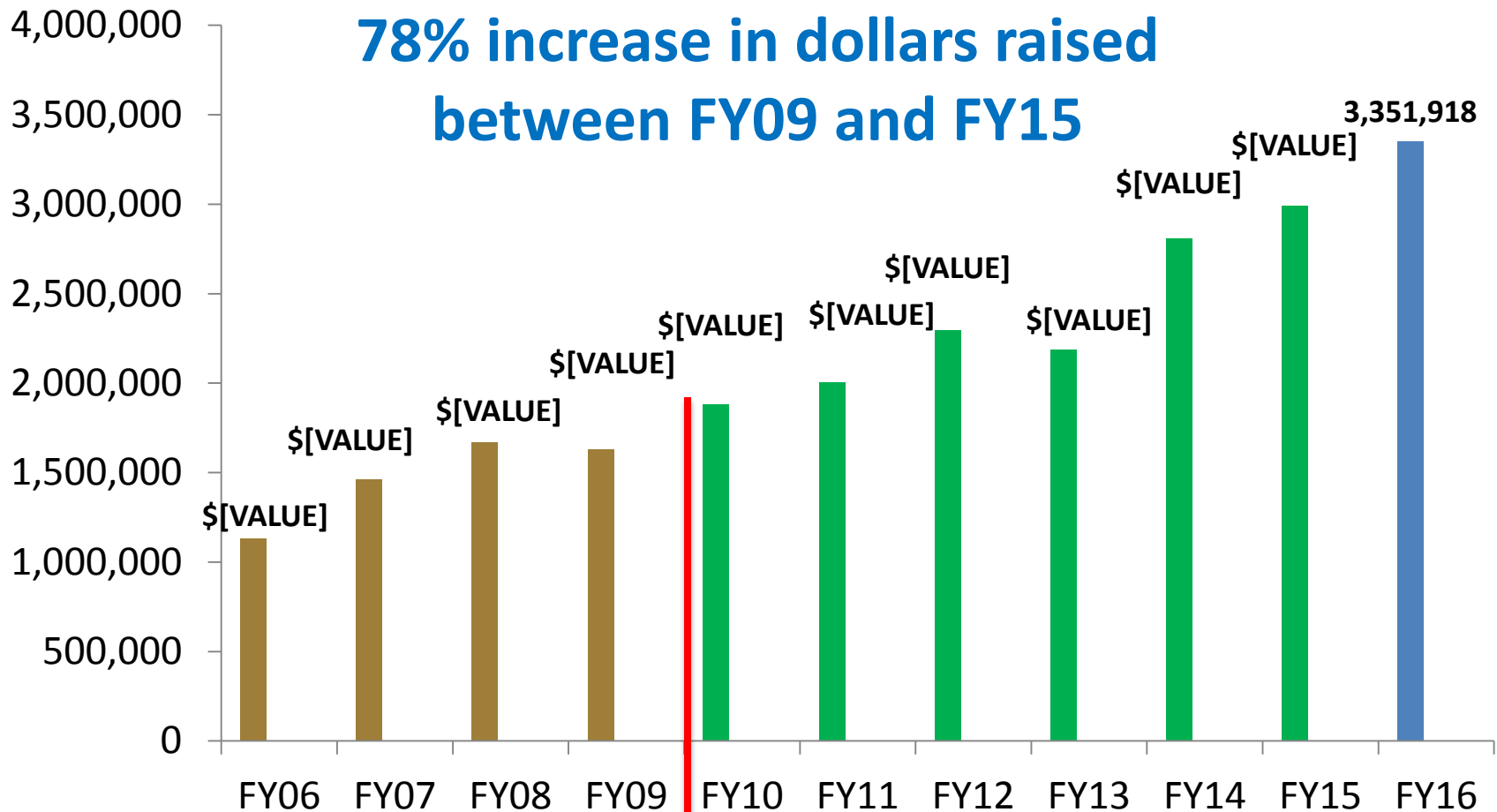
11.95% increase in gifts greater than \$500

FY15 Communications survey results:

95.7% of parent respondents rated the Daily Deac excellent, very good, or good

97.8% rated Wake Forest's overall parent communications as excellent, very good, or good

IMPACT OF PARENT COMMUNICATIONS FY06-16

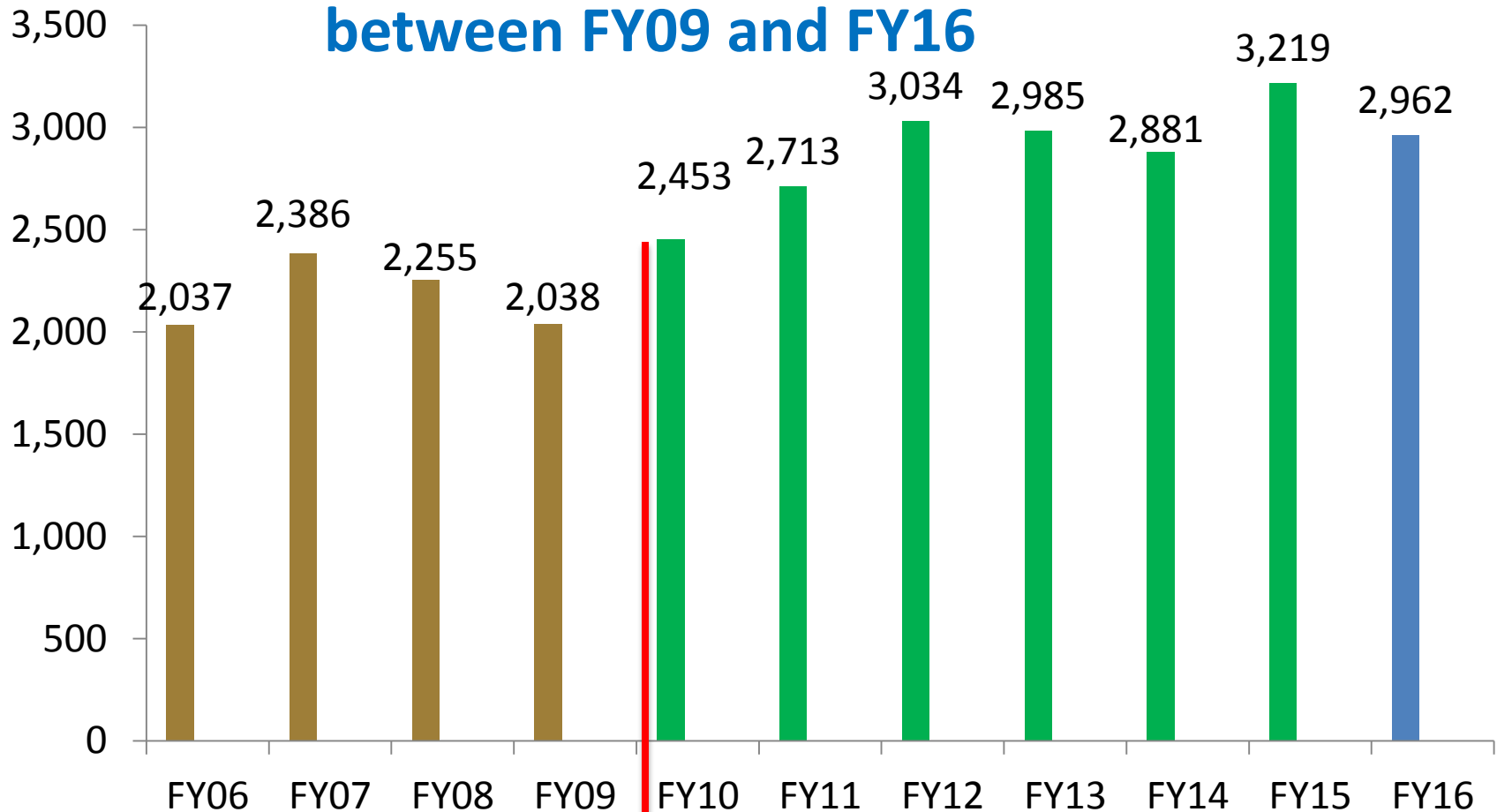


FY10: start of robust parent and family communications program

IMPACT OF PARENT COMMUNICATIONS FY06-16



**45% increase in donor numbers
between FY09 and FY16**

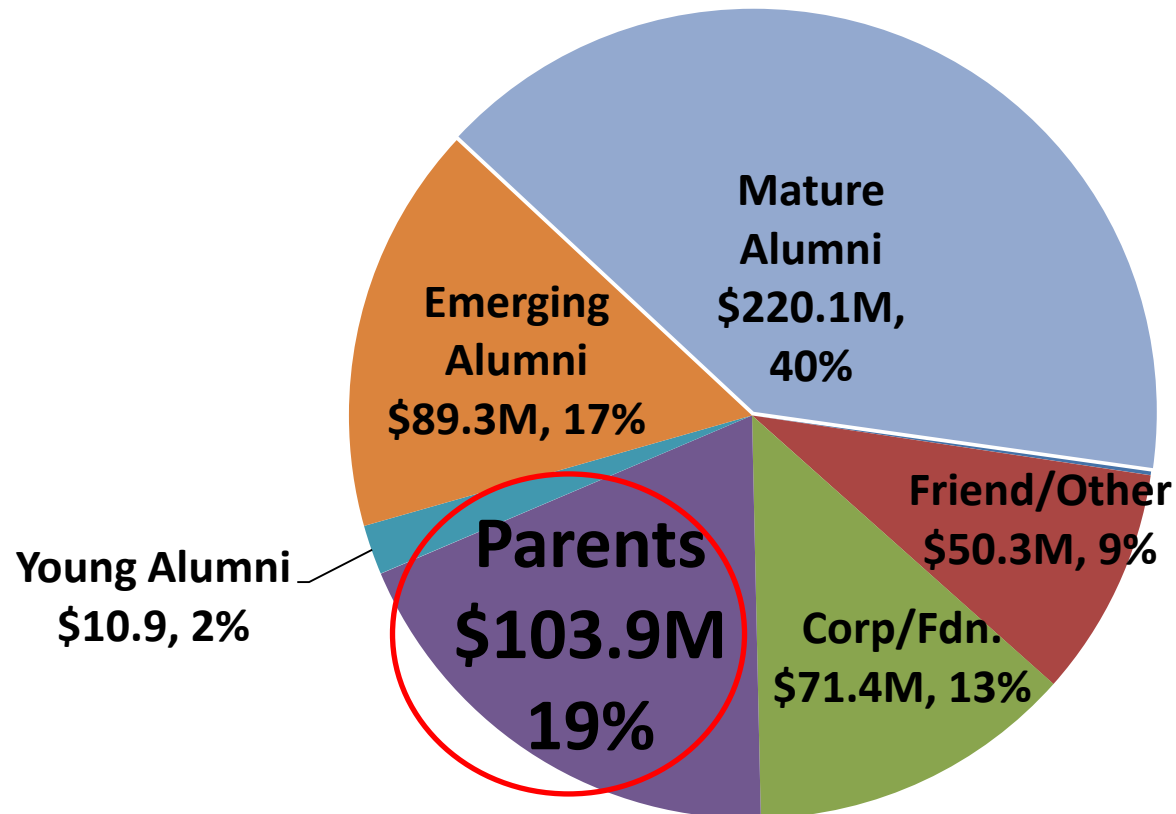


FY10: start of robust parent and family communications program

PARENTS AND THE WAKE WILL LEAD CAPITAL CAMPAIGN



Parent/Family giving comprises
\$104 Million or **19%** of total
campaign revenues!



Wake Forest is one of only two research universities (with Brown) where parents have been responsible for at least 10 percent of total institutional giving in FY 11-16. *

* Voluntary Support for Education database

ONE MORE EXERCISE

Campus spaces



Iconic moments



Special events



Key people



WHAT DO YOU NEED TO GET STARTED?

- **Blogger(s)**
 - ✓ **Institutional knowledge**
 - ✓ **Discernment**
 - ✓ **Not someone from PR or Development - we don't talk about money except at end of Dec. & end of June**
 - ✓ **You *don't* have to hire a new FTE**
 - ✓ **Use campus partners**



WHAT DO YOU NEED TO GET STARTED?

- **Determine your**
 - ✓ **Voice – personal? casual? formal?**
 - ✓ **Purpose – news? entertainment? advice?**
 - ✓ **Frequency**
 - ✓ **Response to feedback – will you reply? If so, to all?**



WHAT DO YOU NEED TO GET STARTED?

- **Web-authoring software**
 - ✓ **Word Press – free and open source**
- **Opt-in? or Opt-out?**
 - ✓ **Feedburner via Google**
- **How to track subscribers in your Records system**
 - ✓ **Essential to tying to behavior**



WHAT DO YOU NEED TO GET STARTED?



- **Publicize it at every opportunity**
 - ✓ **Campus days for accepted students**
 - ✓ **Summer mailing to new families**
 - ✓ **Move-In**
 - ✓ **Push an email out at the start of each academic year (preferably from a parent leader)**



The Office of Family Engagement provides information and support for Wake Forest parents and families. Stay in touch with our office in the following ways:

FAMILY ENGAGEMENT PAGE — PARENTS.WFU.EDU

The Family Engagement Page is your portal to Wake Forest news and information of interest to parents. On the left hand menu, there are features including: Information for First-Year Parents and Families, Questions and Answers, Directory of Campus Departments and Resources, the Quad Cam and more. Bookmark the Parents' Page and visit often!

THE DAILY DEAC — A BLOG FOR WAKE FOREST FAMILIES PARENTS.WFU.EDU/BLOG/

The Daily Deac is a blog that covers a variety of WFU activities and events and helps you get a sense of campus life. You can subscribe to the Daily Deac by going to the main Family Engagement Page (parents.wfu.edu). At the right side of the page, scroll down until you see the two snippets of Daily Deac stories. Under those two snippets is a gray box where you type in your email address and hit the Subscribe button. You will receive a confirmation email from Feedburner (our subscriber provider). Once you verify your subscription in that email, you will begin to receive the Daily Deac each day in your inbox.

IF YOU NEED TO REACH THE UNIVERSITY AFTER HOURS

Most administrative offices work on a Monday-Friday 8:30 a.m. - 5:00 p.m. schedule. If you have an urgent need to reach someone because you have a concern that must be addressed quickly, University Police is the 24/7 contact. They can assess the situation and determine who best to address your concern. The 24-hour contact number for University Police is 336.758.5591 (non-emergency) or 336.758.5911 (emergency). They can get in touch with on-call duty staff 24-hours/day.

CONTACT THE FAMILY ENGAGEMENT OFFICE
at parents@wfu.edu or 336.758.4237 or visit us in Alumni Hall, Room 268.



LESSONS LEARNED: PROS



- Engaged, happy parents and families
- Feel more value for their tuition
- Visibility for your parent/family office
- Helps campus partners
- Can coach appropriate parenting styles for college students
- You can engage families sooner (ED admits, even during admissions cycle)



LESSONS LEARNED: CONS

- More family engagement means more questions/calls/emails for your office
- Define your purpose and scope from the beginning
- *Why didn't you talk about..?*
- Coverage for PTO: what if you miss a day?
- Slow summer news cycle
- Feedburner doesn't feed to Records system



FUTURE RESEARCH



Very little research exists on parent engagement and blogging (for attitudinal or giving behavior).

We are looking for partners! If you begin a parent and family blog, please tell me! We want to track which schools are blogging and the results you see.

Betsy Chapman
chapmaea@wfu.edu
336.758.4845



Questions?