

Elevating Family Engagement with Webinars

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Step by Step

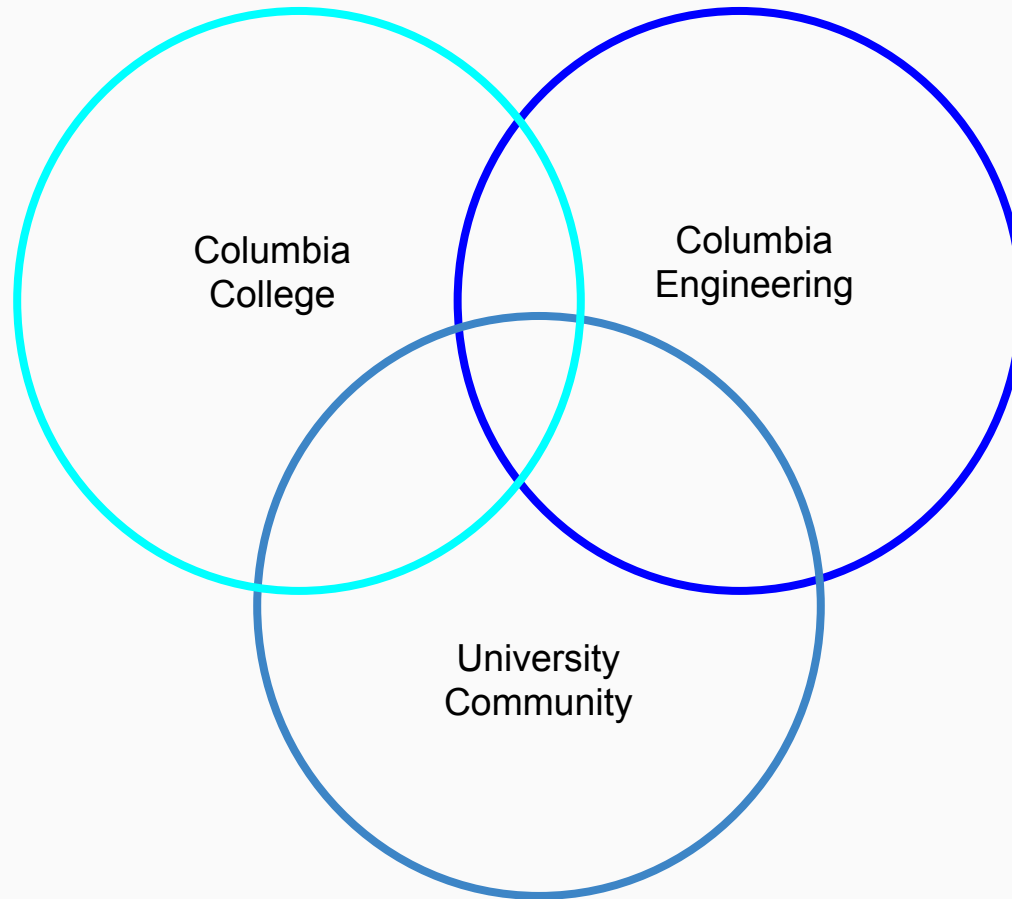


Success Metrics

Implementation

The solution: Columbia 101

The Problem: Communication



The struggle is real.

Our Challenges

Information shared only with students

Ownership of messaging

Pre-enrollment checklists

Parent contact info



Family Challenges

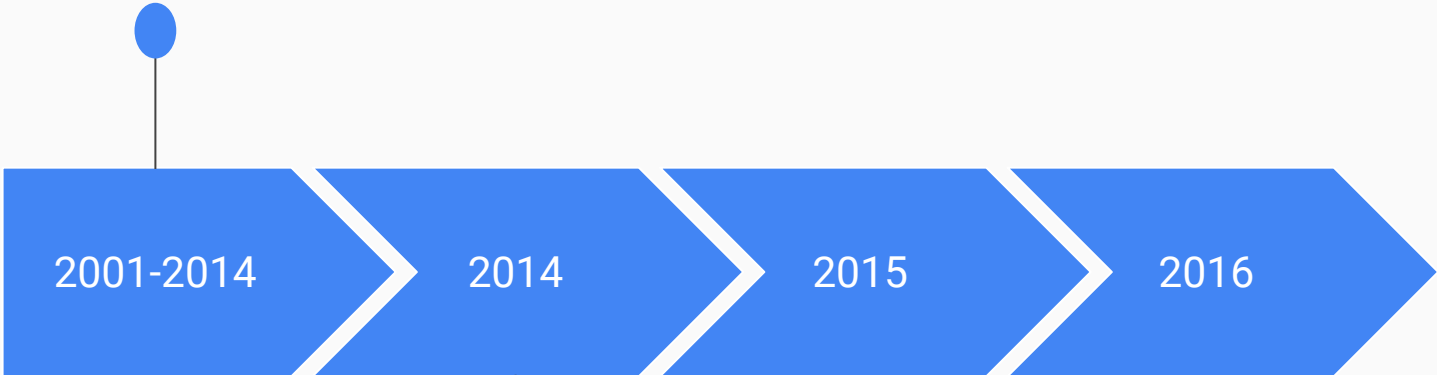
Stressful college transition

Information hard to find

Unsure of role

Travel to in-person events

Summer Advising
program (in-person)



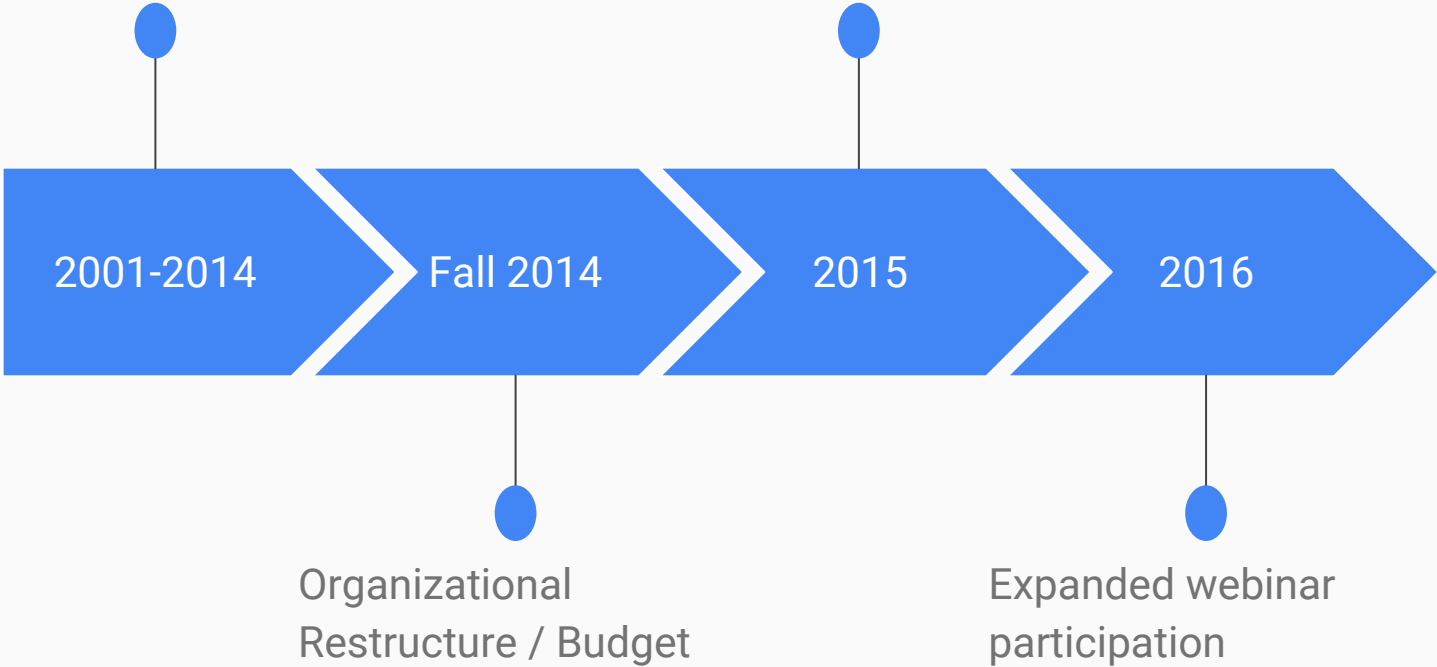
Organizational
Restructure / Budget

Solution requirements:

- No travel required
- No cost to families
- Tailored messaging
- Converse with families
- Ease of use

Summer Advising program (in-person)

First virtual Columbia 101 series



Tech specs

The screenshot shows a web browser window with the URL <https://global.gotowebinar.com/webinars.tpl>. The page title is "My Webinars". The GoToWebinar logo is in the top left, and navigation links for "GoToMeeting", "GoToWebinar", "Admin Center", "My Account", "24/7 Support", and "Log Out" are in the top right. A left sidebar contains navigation options: "My Webinars", "Schedule a webinar", "My Recordings", "Webinar History", "Insights", "Generate Reports", and "Settings". The main content area is titled "My Webinars" and has tabs for "Upcoming Webinars" and "Past Webinars". A "Schedule a webinar" button is in the top right of the main area. Below the tabs is a search bar with the text "Search webinars" and a dropdown menu set to "All past webinars". A pagination indicator shows "21-40 of 83" with left and right arrows. The list of past webinars includes:

- Tue, Jun 14**: COLUMBIA 101 Webinar (Columbia College)
12:30 PM EDT
[Select a recording](#)
[Edit](#) | [Copy](#)
- Mon, Jun 13**: Practice session Columbia 101CC
11:00 AM EDT
[Select a recording](#)
[Edit](#) | [Copy](#)
- Wed, Jun 8**: Pre-Departure Orientation for International Students
10:00 AM EDT
[Select a recording](#)
[Edit](#) | [Copy](#)
- Thu, Jun 2**: Do-Over
11:30 AM EDT
[Select a recording](#)
[Edit](#) | [Copy](#)

At the bottom left, there is a "GoToWebinar Resources" button with a question mark icon.

Introductions: Family Engagement

Sue Jordan



Matthew Patashnick



Takeaways



1,195

Average 100 attendees per webinar

2,015 YouTube views

(May 31-August 31, 2016)

Try This At Home



Thanks for joining us!



Introductions: Family Engagement

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