



# Elevating Your Engagement for Contemporary Parents

A partnership between  
Penn State University and CampusESP



PennState



# Penn State Parents Program

Program goals:

- Central resource
- Involvement opportunities
- Information about the student experience
- Communications

About the office:

- Office opened in 2010
- In Student Affairs with close relationships with Undergraduate Education and Development
- 2.5 FTE



# Who We Serve

- 70,000+ University Park parents & families
- 60% in-state families
- 40% out-of-state families
  - Including 10% international families
- 58,000 receive monthly email newsletters
- 10,000 attended Parents & Families Weekend
- 8,500 new families welcomed at NSO
- Thousands of prospective families



# Who We Serve | Part 2

- Campus Diversity
  - Asian – 6%
  - Black/African American – 4%
  - Hispanic/Latino – 6%
  - White – 65%
  - Two or more races/other – 3%
- About 75% Students – some kind of aid
  - 62% Loans
  - 26% Pell-Grant Eligible
- First in Family



# Why “We” Communicate

If institutional philosophy is clearly articulated, messages vary by student and family characteristics, student privacy is balanced with parental expectations, and there is a clear point of entry, parents can be helpful.

(Shoup, Gonyea, & Kuh, 2009)

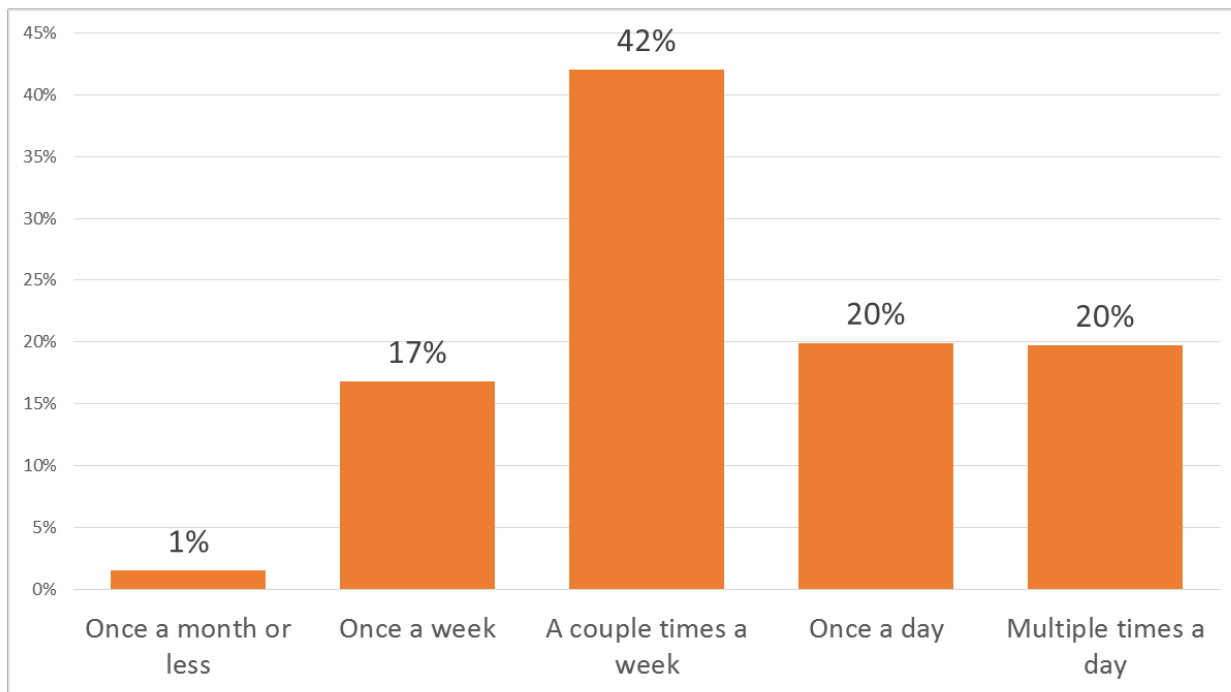


# Parent Involvement Levels



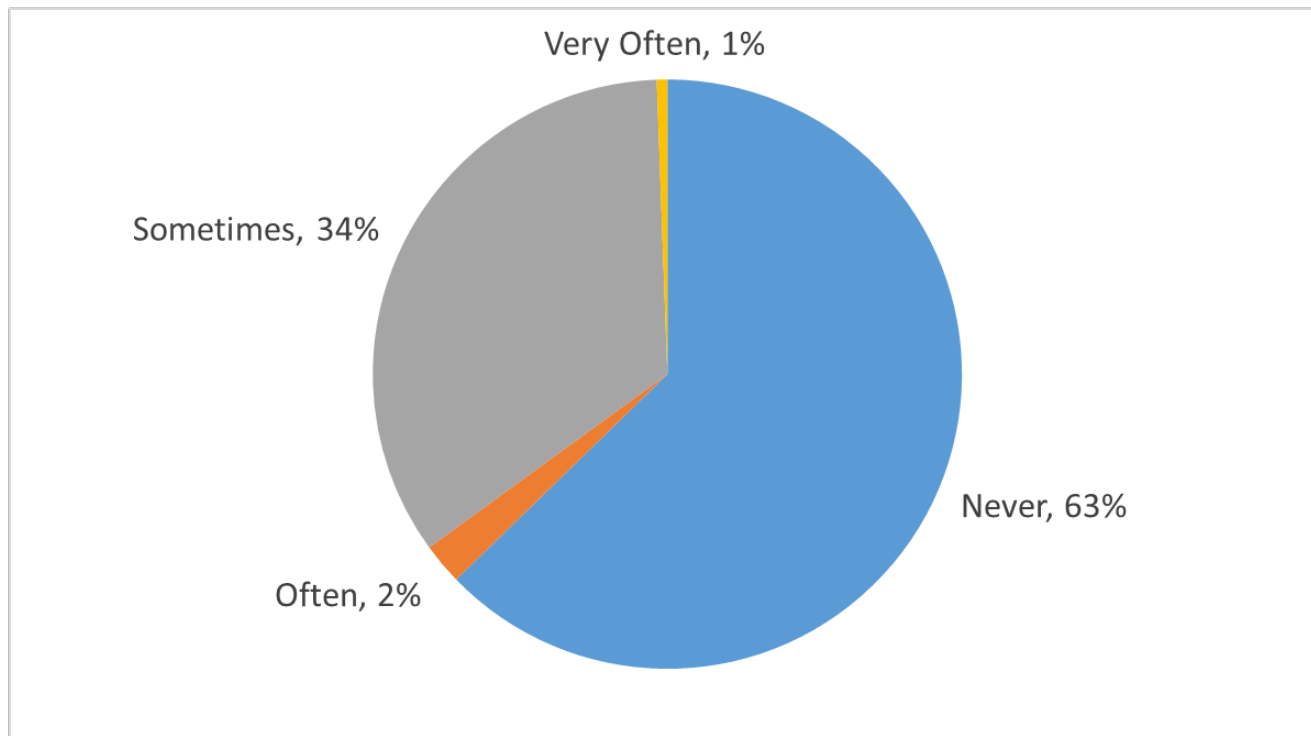
# Parent involvement levels are very high for most colleges

“How frequently do you communicate with your college student?”



# Parent involvement can be tough for colleges to manage

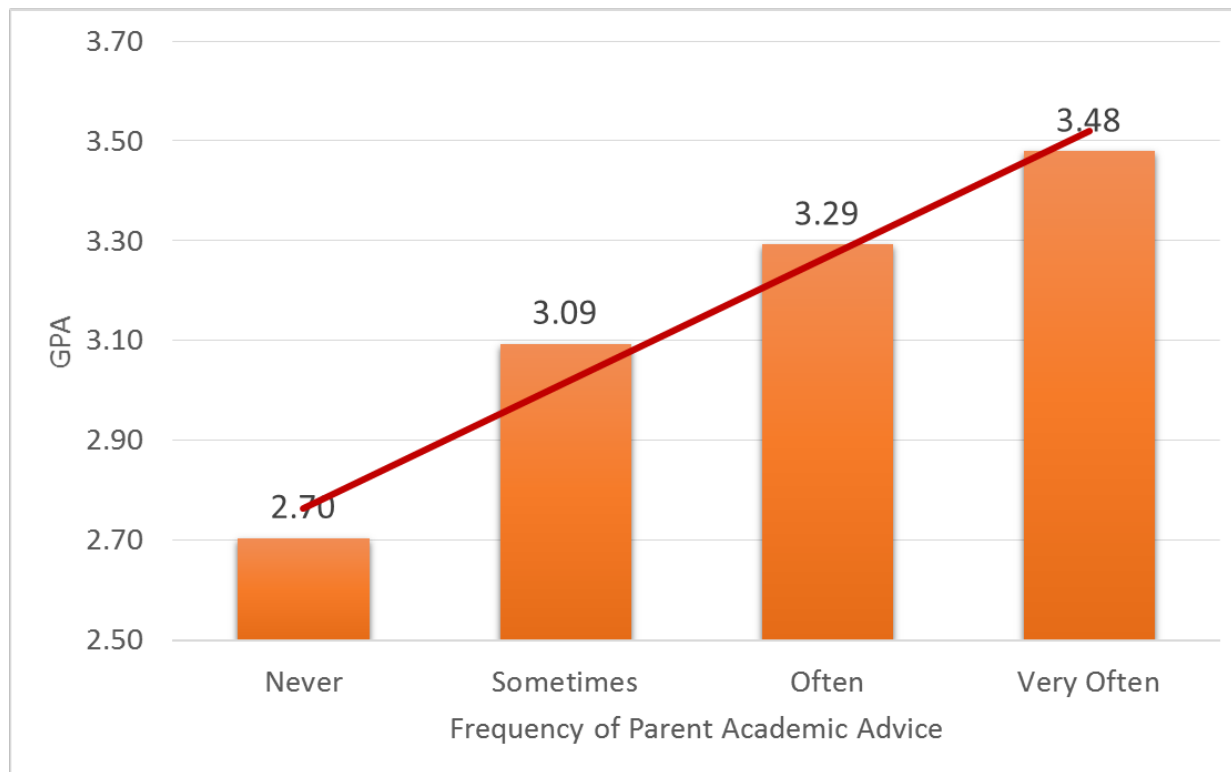
“How often do you contact college officials to solve problems your student may be having?”





# Parent engagement can have a positive impact

Frequency of parent academic advice compared to student GPA



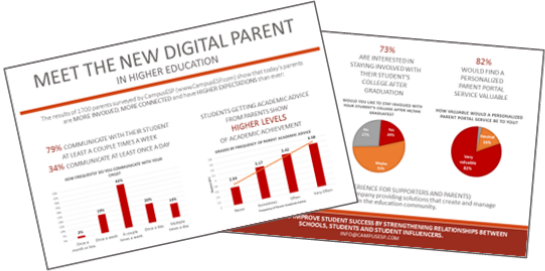
# Evolution of Penn State's Communications

- 2010
  - Printed: guide, brochure, invitations, schedules
  - Electronic: eNews, website, new parent/family emails, curated university news email (uses in-house email system for all emails)
- 2015
  - Converted eNews into email with links; Parent to Parent Blog
- 2016
  - Eliminated or reduced design and print materials
  - Started social media
  - Pilot Campus ESP for families of FYS



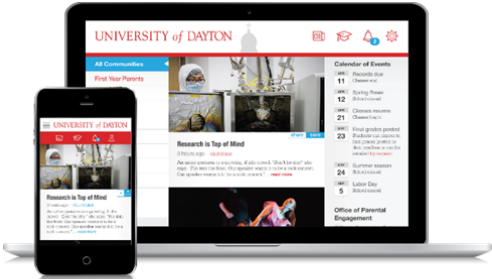
# What is CampusESP?

## 1. ASSESS



Understand and measure your parents' & family expectations

## 2. ENGAGE



Connect with social influencers to drive results that matter

## 3. MANAGE



Organize news, events, student updates and alerts in a single platform

# Turn parents into partners



## Boost retention and graduation rates

Alert parents when support is needed through automated emails and real-time advice to make them better advisors.



## Reduce administrative burden

Parents can view a student dashboard so that they get the information they need, before questions become calls.



## Keep parents informed and happy

Personalized news & deadlines are automatically emailed to parents.



Communities

Penn State News >

Parent & Family News >

Parent to Parent Blog >

1st Year Family >

Sophomore Family >

Junior Family >

Senior Family >

International Parents & Families >

Student Aid & Scholarships >

Campus Life & Housing >

Safety >

Support >

Orientation >

>

>

>



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### Parents and Families Weekend Wrap Up

Posted 8 days ago in [1st Year Family](#).

An estimated 13,300 parents, families and students enjoyed Penn State University Park's annual Parents & Families Weekend in October. The Penn State Parents Program coordinates the weekend that includes an array of family events for students and the parents, siblings... [read more](#)



Write a comment...

### Calendar

- NOV 11** Late Drop - Deadline
- NOV 19** Thanksgiving Break: University Housing Closes  
University housing closes 10:00 a.m. All students, except those with a Break Access/Holiday Housing HFS Contract, must vacate the residence halls (belongings can remain).
- NOV 20** Thanksgiving Holiday
- NOV 25** Thanksgiving Break: University Housing Opens  
University housing opens at 3:00 PM. No early arrivals will be allowed.
- DEC 09** Withdrawal - Deadline

[Calendar of Events](#)



# Campus ESP Pilot at Penn State

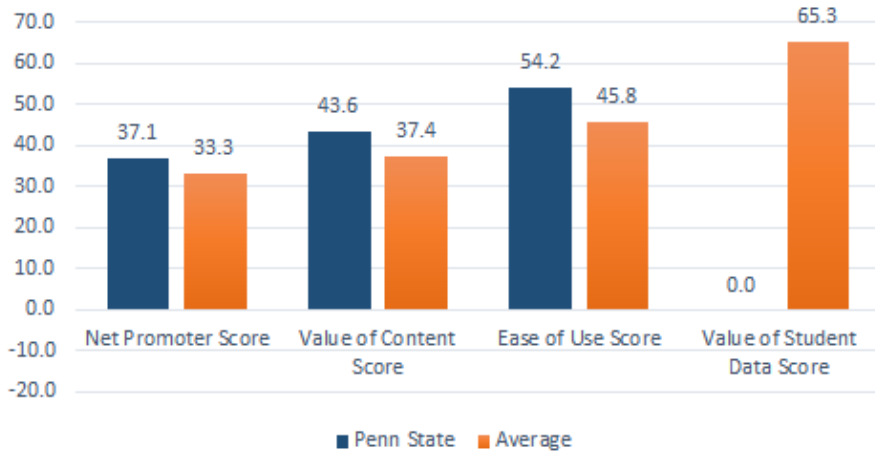
- Why Penn State?
  - Campus ESP reasons
    - Rural parents are most involved, big test to see if we can scale, “enthusiasm at all levels”
  - PSU reasons
    - Slick design, more nimble, interactive, saves staff time, good story
- Roll-out strategies
  - Opt-out
  - No FERPA integration

# What Went Well

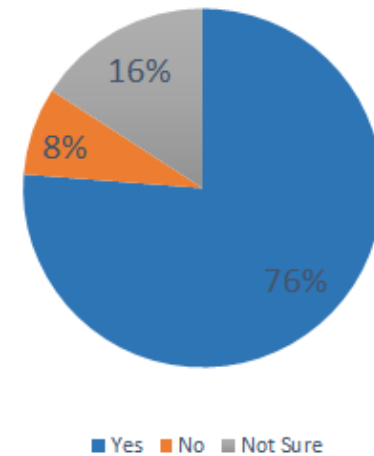
- Easy
- Saves time
- Engaging - families like it
- Stories have a place to “live”
- Access to user data
- User database
- Email open rate – 61%+
- Click through rate – 14% – 23%

# Parent Survey Results

CampusESP Value Scores Compared to Benchmarks



Has the information you've received from the Penn State Parent and Family Experience helped you to better advise/support your student?





# Challenges

- Buy-in with administration
- Financing
- Managing two systems during pilot

A photograph of three people posing with the Nittany Lion statue. A young woman with long brown hair is sitting on the lion's back, wearing a grey Penn State sweatshirt and dark pants. A woman with short brown hair is sitting on the lion's side, wearing a light blue Penn State sweatshirt and blue jeans. A man with short brown hair is standing next to her, wearing a grey and blue Penn State jacket and light-colored pants. They are all smiling. The background is a lush green hedge.

# Thank You | Questions

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