

# Thinking Beyond Family Weekend: Engaging Families Year Round

*Presented By:*

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Elevating Engagement  
with Parents and Families

# Agenda

- University of Louisville – Parent of the Year Award, Freshman Orientation Parent Engagement Lounge, and Summer Send-Offs
- Clemson University - Parents Council Advisory Board, Spring Family Reunion, and New Student Receptions
- Syracuse University – Orientation, Send-Offs, Webinars, and Social Media
- Georgia Institute of Technology - First Day of Class Pictures, Sibs Day, International Outreach Events, and Commencement

# University of Louisville

Parent of the Year Award,  
Freshman Orientation  
Parent Engagement Lounge,  
Summer Send-Offs



# Parent of the Year Awards

A great way to recognize any family member that contributed to a student's (undergrad, grad, etc.) success. Every parent/guardian nominated receives special recognition.



# Orientation Parent Engagement Lounge

- Provides comfortable “landing space” during times of no orientation programming for families.
- Engage with families on a very personal level, address critical Financial Aid concerns and support mini-talks with services from key offices around campus
- Provides connectivity, provide better acclimation, transmit key information, and share resources that can directly and positively impact the experience of our parents, families, and students



# Summer Sendoffs

- Post orientation but Pre move-in day. Travel to multiple cities that represent key enrollment hubs
- Alumnus hosts parents and students to their house for a BBQ
- Students and families meet others from that area heading off to UofL in the fall



# Clemson University

Parents Council Advisory  
Board, Spring Family Reunion,  
New Student Receptions

# Parents Council Advisory Board (PCAB)

60 member board consisting of current parents who serve as advisers, ambassadors and volunteers





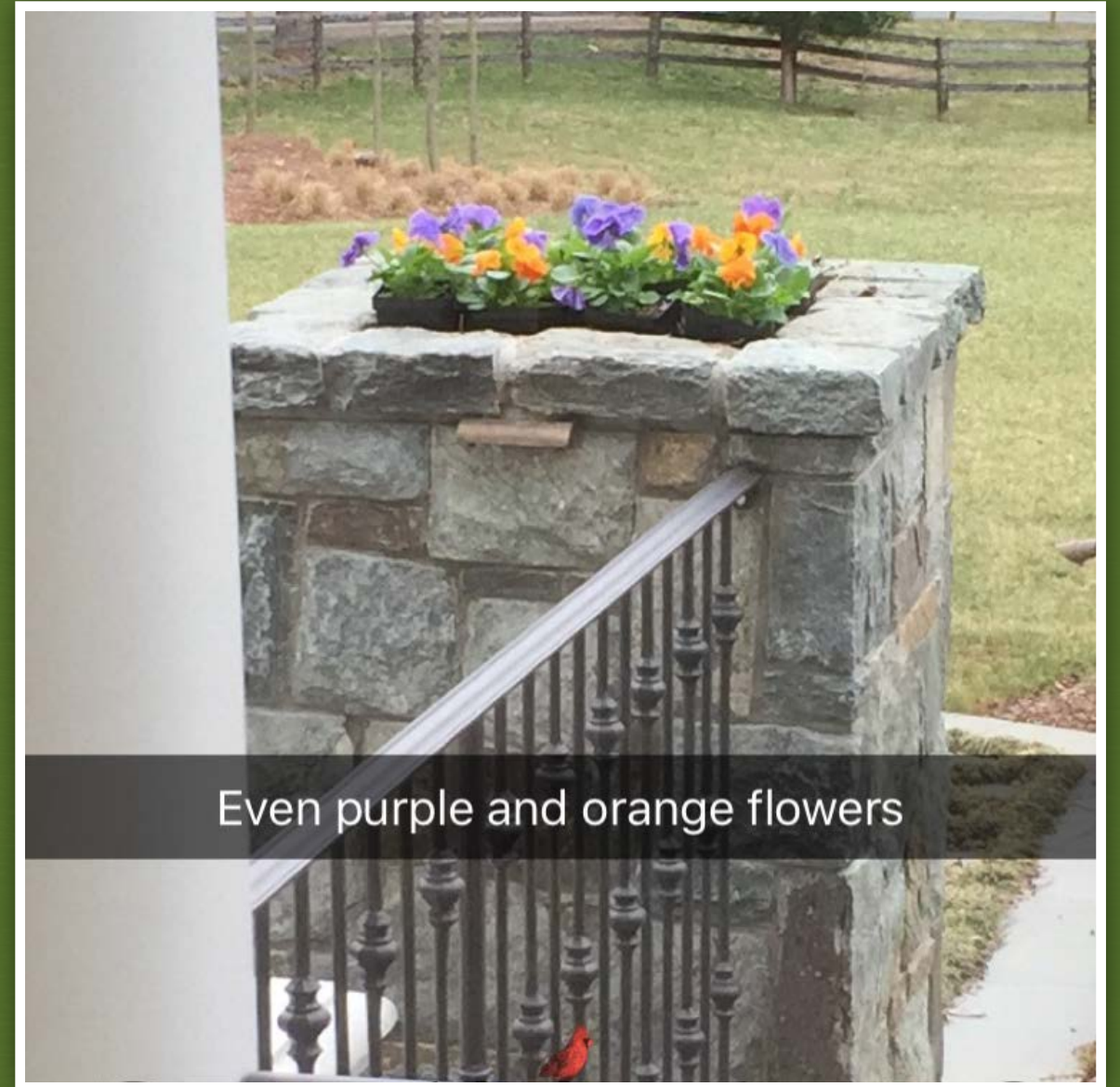
# Spring Family Reunion

Weekend event in the spring where parents and other family members are invited back to campus surrounding a weekend baseball series



# New Student Receptions

14 annual receptions around the country where new admitted students are invited to a current student's home for a reception/social



Even purple and orange flowers

# Syracuse University

Orientation, New Student  
Send-Offs, Webinars, Social  
Media



# Own the Dome

April event for admitted students prior to the May 1 deposit deadline.

While their students prepare to sleep overnight in the Carrier Dome, prospective parents are invited to a dinner to help them make a “final decision.”



# New Student Send-Offs


Sponsored by alumni clubs or hosted by alumni or parents in several geographic areas.

New families meet alumni, current students, and other parents and their students.




# Webinars

Use web conference format to address topics of particular interest to parents. Record and make available for those unable to join “live.”




SYRACUSE UNIVERSITY  
HOUSING, MEAL PLAN,  
AND I.D. CARD SERVICES

SYRACUSE UNIVERSITY  
PARENTS OFFICE



**2016-17 Housing Lottery Parents Information Session**  
*a virtual session for residential parents/guardians*



Join us for a live online information session that will provide a detailed overview of the 2016-17 Housing Lottery process and allow for the opportunity to ask questions of the panelists.

# Social Media

Not an event—but certainly a way to stay engaged.

The image shows a screenshot of a Facebook group page for the "Syracuse University Parents Office". The page is a "Closed Group" and has 2,392 members. The top navigation bar includes "Discussion", "Members", "Events", "Videos", "Photos", and "Files". Below the navigation bar, there are options to "Write Post", "Add Photo / Video", "Create Poll", and "More". A notification banner indicates "2 posts need approval". The "RECENT ACTIVITY" section shows a post from 5 hours ago asking "Is there a final exam schedule?". Below it is a comment from 2 hours ago stating "It's different for each student, but it's posted on their myslice since beginning of the semester & it's non-negotiable". The second post, from 18 hours ago, says "I am 'Tarheel born and Tarheel bred' but now after Parents weekend, I'm living with a Syracuse dog! Great fun this weekend... So happy to have seen my slice!" and includes a photo of a dog's head with a "SYRACUSE" collar. The right sidebar contains sections for "ADD MEMBERS", "MEMBERS" (2,392 Members), "SUGGESTED MEMBERS", "DESCRIPTION" (The official Facebook Group of the SU Parents Office), "TAGS", "CREATE NEW GROUPS" (with a "Create Group" button), and "MORE WAYS TO CREATE" (with a "+16" button). At the bottom right, there is a "Syracuse University Friends" section with a "Get Started" button.

# Georgia Institute of Technology

First Day of Class Pictures,  
Sibs Day, International  
Outreach Events,  
Commencement





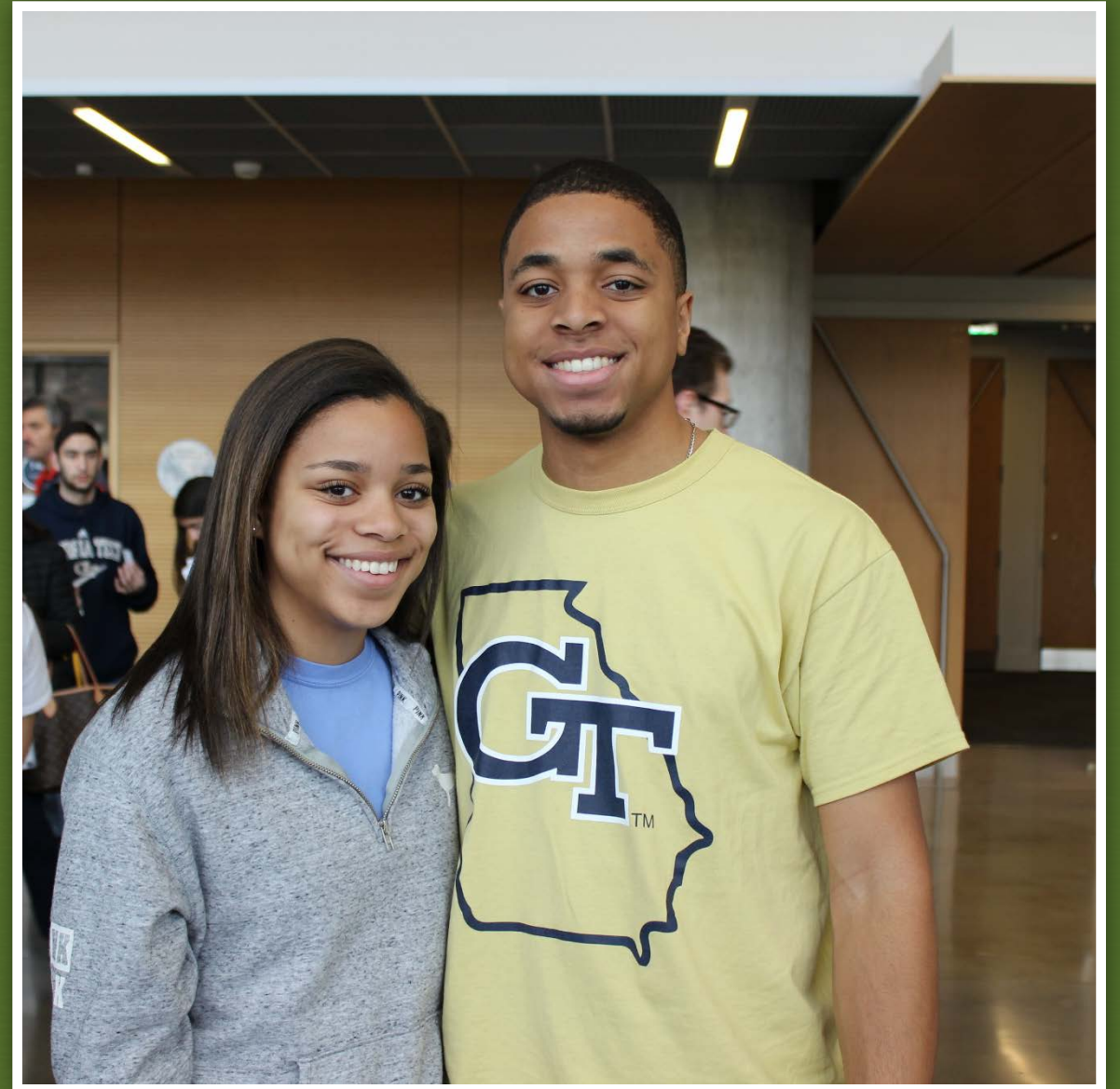
# First Day of Class Pictures

A quick and easy way to engage both students and families and help ease the transition for both. Great way to boost your social media numbers, too!



# Sibs Day

Georgia Tech's Sibs Day occurs every February for about 500-600 GT students and their siblings (ages 7-17). This all day event is a lot of fun for all involved.



# International Outreach

Last spring, Georgia Tech traveled to Mumbai, India and Dubai, U.A.E. to connect with current parents and families, alumni and also welcome our newly accepted students and families.



# Commencement

Each December and May, at our Commencement Ceremonies, parent volunteers pass out buttons and stickers to families and congratulate them and their student! Our families love these and wear them proudly!



**Proud**



**Parent!**

**Proud**



**Grandparent!**

**Proud**



**Sibling!**

**Proud of**



**our Grad!**

QUESTIONS?