

Whose job is it anyway?: Engaging the Disengaged

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What Informs Our Perspective

Alton M. Standifer

K-12 Education

Minority Retention

Greek Life

Admissions

New Student Orientation

Meridith A. Balas

Residence Life

New Student Orientation

Higher Education Consulting (*Disney Institute*)

Public Relations and Social Media

Outdoor Recreation and Leadership Development

Our lens: New Student Orientation

Our Program

Nearly 10,000 new students annually

First Year and Transfer

Fall, Spring, and Summer

2-Day First Year Program

1-Day Transfer Program

Increase in family participation

Our Challenge

Engaging parents, families, and support systems

How to engage families (when you are not solely responsible)

Know your audience

Over-communicate

Create powerful partnerships

Benchmark and learn from peer institutions

Engage in intentional programming

Know your audience

Who are you serving?

A more involved generation of parents, families, and support systems

What are the demographics of students?

Geographic

Varying levels of academic rigor

Generation

Minorities and majorities

Intersectionality of each student's experiences

Who do we want to attract?

Underrepresented student populations

Out of state and international

Academically competitive

Over-communicate

Invite them to campus

What questions do they have?

- What needs to be shared and who can share it?

- Identify their priorities

- Predict questions and answer them proactively

Routine Newsletter

Communication plan

- Evaluate (and plan) your touchpoints

Social Media

- Facebook!

- Twitter, Instagram

- Awareness of other university accounts

Over-communicate, but don't over-communicate the same message

Create Powerful Partnerships

Purpose

- Find unique ways to engage families that are beneficial across the university

- Create a shared vision for family engagement

- Be proactive about which messages need to be shared (to who, how, and when)

Consider the holistic experience

- College Selection

- Extended Orientation and Transition Programs

- Residence Life and Housing

- Auxiliary Services

- Dean of Students

- Development and Alumni Relations



Advice
FOR
New Bulldogs

ORIENTATION 
THE UNIVERSITY OF GEORGIA

Dear _____,

first name

last name

I hope you *love*

I hope you *learn*

I hope you *never forget*

I *challenge* you to

Best wishes for a *great* school year,

Benchmark and Learn From Peer Institutions

Peer and Aspirational Institutions

Other institutions where your students are going

Other Parent Program and Transition Offices

Engage in Intentional Programming

During Orientation

Identify the right setting to share certain information

With students

Without students

Throughout the first year

A connection to home

Visiting campus

Tools to support students from afar

Towards graduation

Ceremonies

Career preparation

Barriers

Politics of your campus

Funding

Whose voice matters?

“I already know that”

“I don’t know that I don’t know that”

Designated staff

“That’s not our job!”

Contact Information

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