



# YOU CAN'T DO IT ALONE – COLLABORATING TO ELEVATE PARENT PROGRAMS

AHEPPP Conference – November 15, 2016

# Presenters

- Kay Higgins – Texas Christian University
- Morgane Le Marchand – The University of Texas at Austin
- Leigh Ann Marshall – Baylor University
- Christine Self – Texas Tech University

- Fort Worth, TX
- Mid-size private, 4-year institution
- Enrollment – 10,394 total
  - 8892 undergraduates
- TCU Parents Association established 2015 (officially)
- TCU Parent & Family Programs established 2003 (officially)
- TCU Parent & Family Programs is located within the Division of Student Affairs, in the office of Student Development Services.

# TCU<sup>®</sup>



- Presenter – Kay Higgins, Ph.D.
- Associate Dean of Student Development & Director of Parent & Family Programs
- 40 years at TCU, in Student Affairs, always working with parents.
- Staff of 1 full-time employee dedicated to providing programs & services that support parents & families of TCU students.  
Technical assistance available for publications, website, and other social media.

**TCU**<sup>®</sup>



- Parents served in numerous roles during the summer of 2016, with plans to expand even more next year.
- At each **Orientation** session, the Director of Parent & Family Programs presents to the parents & families and remains with them throughout the entire 2-day session.
- Parents presented a Q&A program (3 each session) at all 11 Orientation sessions, throughout June & August.







They were exhausted, but happy & proud, especially because new parents were asking how they could help next year!

Not sure who was having the best time!

# TCU<sup>®</sup>







Our parents became professional greeters at the Family Weekend /Homecoming Events (**Campus Activities**)! First the Opening Reception. & the Sophomore Pinning (**SDS**) on Friday afternoon; then the Ring Ceremony (**Alumni Relations**) on Sunday afternoon.





# 2015 SOPHOMORE WEEK CALENDAR

VIP EXPERIENCE FOR YOU & A FRIEND  
TO SEE VANESSA BAYER & AIDY BRYANT

Enter raffle at [www.sds.tcu.edu](http://www.sds.tcu.edu)  
by September 9



## FRIDAY, SEPT 11

SUNSET YOGA  
WITH LULULEMON  
Campus Commons  
6 p.m.

HALF WAY THERE FAIR  
BLUU 1st Floor  
(by Union Grounds)  
noon- 2 p.m.

## MONDAY, SEPT 14



STUDY ABROAD INFO LUNCH  
Tucker 139  
noon  
free pizza!

## TUESDAY, SEPT 15

CAREER AND INTERN EXPO  
Campus Recreation Gym  
4-7 p.m.

Download the app to prep!  
Search TCU Career Fair Plus  
for App Store & Google Play

## WEDNESDAY, SEPT 16

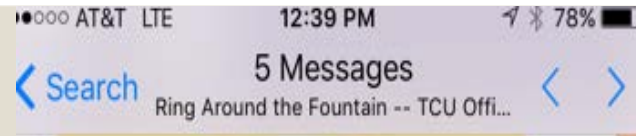
SECOND YEAR PINNING  
Dee J. Kelly  
Alumni & Visitors Center  
6 p.m.



STUDENT AFFAIRS  
Student Development  
Services

## FRIDAY, SEPT 18

the Sophomore Pinning  
(Student Development  
Services) on Friday  
afternoon;



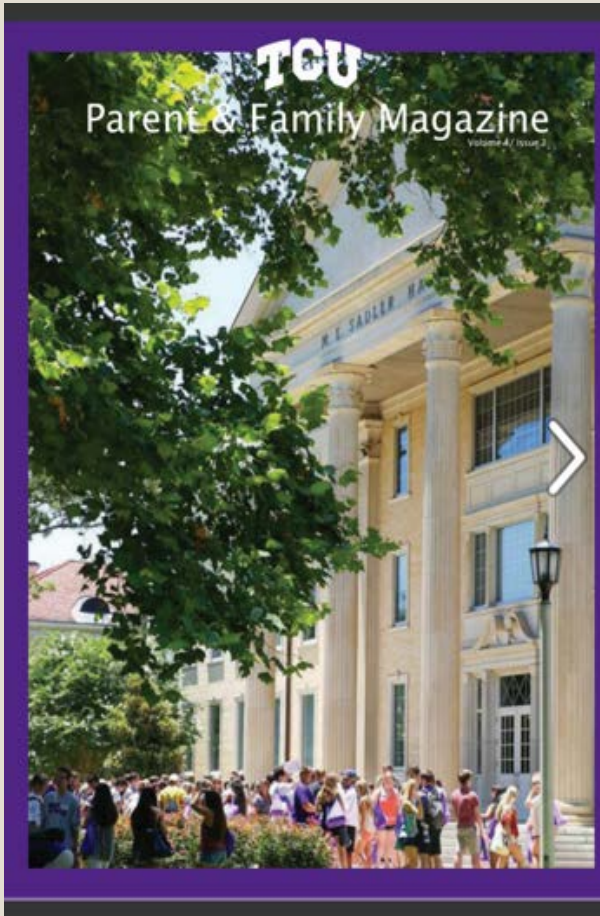
Join Us!

Campus Commons at Frog Fountain  
September 18, 2016



then the Ring  
Ceremony (**Alumni  
Relations**) on Sunday  
afternoon.

The publications and social media venues have become excellent places for **many departments** to share their message with parents!



**WELCOME TCU PARENT & FAMILY MEMBERS**

TCU Parent and Family Programs provide a supportive and developmental structure for parents and families as their students transition from adolescence to adulthood within the TCU community.

[CLICK HERE FOR OUR COLLECTION OF RESOURCES](#)

- Important Dates**  
Semesters, holidays, final exams, and 5-year calendars. Family Weekend and moving in are September 16-18, 2016 (combination weekend this year).
- Move-In Day Area Map**  
Helpful resources around TCU and Ft. Worth, collected by experienced TCU families!
- Parent News**  
Articles, communications and other information for parent and family members.

Page Activity Insights

**TCU Parent & Family Programs**  
@TCUParentFamilyPrograms

[Call Now](#)

4.6 ★★★★★

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There is one office whose programs have a special place in the hearts of parents: **Center for Career and Professional Development (CCPD)**.

For the second year, the TCU Parents Association has made a commitment to hire a student each semester as part of the CCPD internship program. Jordan Hamilton was the first intern in spring 2016.



The Parents Association leadership approached the **CCPD** about hosting an reception in the Center for parents, families and students during Family Weekend. It was a huge hit!







# The University of Texas at Austin



- Morgane Le Marchand
  - Assistant Director of Communication, Texas Parents
  - 3.5 years experience in parent programming
- The University of Texas at Austin
  - Located in Austin, Texas
  - Large public research institution, with 39,619 undergraduates



# The University of Texas at Austin



- Department in the Division of Student Affairs
- Completely self-funded
- 5 full time staff members + student workers
- Serve all parents, coordinate major events, manage the Texas Parents Association
- 10,150 memberships (as of Nov. 2016)
- Members receive communications and benefits





# The University of Texas at Austin

- All families can call/email our office for assistance
- We noticed common questions/concerns at certain times of the year
- Launched webinar program in late 2014
  - Partner with campus experts on timely, relevant topics
  - Educate many parents at once about a topic
  - Digital platform reaches parents all over the country
  - Interactive features allow parents to ask questions





# The University of Texas at Austin

- Webinar Platform
  - Adobe Connect – free service due to UT contract
- PowerPoint and voice (no video)
  - Blue Yeti Microphone (~\$130)
- Interactive
  - Ability to ask questions to presenters
  - Polling questions
- Recordings can be watched anytime





# The University of Texas at Austin

Presenters Roomate Conflict Webinar PPT.pptx

**Presenters**

 <b>Susie Smith</b> Director Texas Parents	 <b>Justin Jaskowiak</b> Assistant Director, Division of Housing and Food Service	 <b>Vero Juarez</b> Hall Coordinator, Division of Housing and Food Service	 <b>JD Castro</b> Hall Coordinator, Division of Housing and Food Service
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Q & A (displayed to presenters only)



## Roommate Conflict

The Parent's Role

 **HOUSING & FOOD SERVICE**  
THE UNIVERSITY OF TEXAS AT AUSTIN  
DIVISION OF STUDENT AFFAIRS

 **The University of Texas at Austin**



# The University of Texas at Austin

- Topics include:
  - How to Talk to Your Longhorn About Alcohol
  - Supporting Your Student Through Grief & Loss
  - Understanding Campus Carry







# The University of Texas at Austin

## Pros & Cons of Partnership

### Pros

- Partners do most of the work
- Introduces parents to other offices on campus
- Allows parents to ask general questions directly to experts

### Cons

- Some are better than others
- Coach them how to talk to parents (not students!)
- More is not always merrier



# The University of Texas at Austin

## Best Practices

- Relevant topics at relevant times
- Include action items
- Don't waste time
- Make them interactive
- Consider your audience's schedule
- Make them accessible afterwards

# Baylor University



- oWaco, TX
- oChartered in 1845 by the Republic of Texas through the efforts of Baptist pioneers, Baylor is the oldest continually operating university in Texas.
- oEnrollment – 16,787
- oBaylor Parents League founded 1968
- oParents Network located within Division of Constituent Engagement





# Baylor University

- Presenter – Leigh Ann Marshall
  - Assistant Director, Parents Network
  - 2+ years experience in parent programming
  - Staff of 3 full time employees dedicated to parent programming



# Baylor University



- Challenge: Connecting with Baylor Parents
  - Introducing the Baylor Parents Network
    - Volunteer-led, staff supported Chapters
    - What it is, Who we are, How it works (no dues!)
  - Informing Parents of Campus Resources
  - Inspiring Parents to Volunteer to connect with other Baylor Parents in local chapters

# Baylor University



- Collaboration with the Office of New Student Programs
  - Baylor's New Student Programs help students transition well to the rigorous academic environment at Baylor.
  - Baylor's New Student Programs creates shared experiences, including Orientation, that foster belonging and excitement for new students and that inspire them to take ownership of their unique Baylor story.



# Baylor University



- Summer Orientation
  - Orientation is a two-day experience designed to connect students to Baylor.
  - At Orientation, students and their guests explore the university's exceptional academic programs and learning environment, while also experiencing Baylor's unique supportive community.

# Baylor University



- Orientation Parent Dinner
  - The evening of Day 1; students attend a separate dinner.
  - Immediately follows a “Parents’ Guide to the First Year” orientation session.
  - Introduction to the Baylor Parents Network
  - Highlight: the Parent Panel Q&A



# Baylor University



- Impact: Connecting with Baylor Parents
  - At Baylor, over 3000 new students and their families participate in summer orientation.
  - Baylor Parents Network's opportunity to personally meet parents of incoming students and to engage them in the life of the University.



# Texas Tech University



- oLubbock, TX
- oLarge public research institution
- oEnrollment – 35,859
- oTexas Tech Parents Association founded 1956
- oParent Relations Office established 1998
- oParent & Family Relations located within division of Undergraduate Education and Student Affairs



# Texas Tech University



- Presenter – Christine Self
  - Associate Director, Parent & Family Relations
  - 14 years experience in parent programming
  - Staff of 3.75 full time employees dedicated to parent programming



# Texas Tech University



- oProblem – Students in Financial Crisis
  - oRent – Utilities – Food – Medications
  - oHow can we support and retain?



# Texas Tech University



## oRaider Relief Fund

- oProvides emergency funding for students in financial crisis
- oFood pantry
- oEstablished in 2009 with funding from Texas Tech Parents Association
- oAdministered solely by Parent & Family Relations Office until 2015
- oFunding source changed - now using donations from parent calling campaign



# Texas Tech University



## Issues

- Staffing concerns in meeting with students, vetting applications
  - Time commitment
  - Decision resting on one staff member
- Parent & Family Relations staff not trained in personal finance

# Texas Tech University



- o Red to Black Program
  - o Provides peer financial coaching to students
    - o Individual coaching sessions and campus presentations
    - o Budgeting
    - o Managing credit
    - o Maximizing student loans
    - o Choosing employee benefits

**MOVING STUDENTS OUT OF THE RED AND INTO THE BLACK**



**TEXAS TECH UNIVERSITY**  
Division of Undergraduate Education & Student Affairs  
**Red to Black®**

# Texas Tech University



- Collaboration – Raider Relief Fund
  - Parent and Family Relations provides funding
  - Red to Black administers the program
    - Online application, committee decision
    - Required financial coaching for all recipients
  - Red to Black provides Financial Tips for the Parent & Family eNews
  - Red to Black director presented during Red Raider Orientation for Parents and Family Members

# Texas Tech University



- Impact
  - Provided approximately \$20,000 in financial assistance and financial coaching to approximately 40 students in financial crisis

## Red to Black: Peer-to-Peer Financial Coaching

Hi, Parents! As the end of the semester is quickly approaching, it is time to start looking towards summer jobs, or even graduation. One of the services Red to Black Peer Financial Coaching can assist your student with is helping them evaluate employee benefits packages. Have your student contact us today to learn more! 806-742-9781 | [redtoblack@ttu.edu](mailto:redtoblack@ttu.edu) | [www.r2b.ttu.edu](http://www.r2b.ttu.edu)



Q&A

# Discussion

- What unique collaborations do you have on your campuses?

# Contact Information

- Kay Higgins – [k.higgins@tcu.edu](mailto:k.higgins@tcu.edu)
- Morgane Le Marchand – [morgane.lemarchand@austin.utexas.edu](mailto:morgane.lemarchand@austin.utexas.edu)
- Leigh Ann Marshall – [Leigh\\_Ann\\_Marshall@baylor.edu](mailto:Leigh_Ann_Marshall@baylor.edu)
- Christine Self – [christine.self@ttu.edu](mailto:christine.self@ttu.edu)