

Imagining Parents as Students Themselves: One Online Program, Two Institutions

AHEPPP 6TH NATIONAL CONFERENCE

DALLAS, TX

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Who We Are

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Institutional Comparison

Characteristics	UCA	Bryant
Undergraduate enrollment	9,616	3,462
Tuition Costs (full-time, on-campus housing)	\$15,362	\$ 57,204
Underrepresented minority enrollment/students of color	30%	14%
Avg. incoming ACT/SAT	24	1170

Session Objectives

- ▶ Review research related to parents of college students
- ▶ Summarize the steps used to launch a parent orientation
- ▶ Present results of parent survey and feedback
- ▶ Share our next steps

Related research about college-parent communication

- ▶ Research about student-parent communications Kofer B. K. and Moore A. S. (2011) *The iConnected Parent: Staying Close to Your Kids in College (and Beyond) While Letting Them Grow Up*, New York, Atria Books.
- ▶ Research about the role of parents in student success Sax, L.J. & Wartman, K.L. (2010). Studying the impact of parental involvement and college student development: A review and agenda for research. In J.C. Smart (ed.), *Higher Education: Handbook of Theory and Research*. No. 25 (pp. 219-255). New York, NY: Springer Publishing.
- ▶ Research about college-parent communication Price, J. (2008). Using purposeful messages to educate and reassure parents. In K. C. Carney-Hall (Ed.), *New Directions for Student Services: No. 122. Managing parent partnerships: Maximizing influence, minimizing interference, and focusing on student success* (pp. 29– 42). San Francisco, CA: Jossey-Bass.

Questions about parent involvement and support

- ▶ How can we orient parents to help them support students?
- ▶ What kinds of information would parents need?
- ▶ How best can we deliver information to help parents?
- ▶ What is the institutional philosophy for enlisting the support of parents?

Pilot Test Methodology: Building the Parent Orientation

- ▶ Innovative Educators and Our Institutions
 - ▶ Reviewed modules for clarity and appropriateness.
 - ▶ Provided institution-specific welcome videos, beauty shots for personalization.
 - ▶ Created “wrap-around” institutional resources for each module.

Pilot Test Methodology: Launching at UCA

▶ Timeline

- ▶ Customized and tested June through August
- ▶ Sent to parents through UCA Families Network in September
- ▶ Provided to prospective parents in September

▶ Approval Process

- ▶ Worked with UCA Families Network

Pilot Test Methodology: Launching at UCA

- ▶ Communication
 - ▶ Used UCA Families Network email newsletter
 - ▶ Used UCA Families Network Facebook page
 - ▶ Invited UCA faculty/staff who are parents of college students
- ▶ Incentive
 - ▶ \$50 Amazon gift card drawing
- ▶ Troubleshooting
 - ▶ Hurdle – timing of announcement and implementation of orientation



Dear Bryant Parents and Families,

We are excited to announce that Parent Lingo, (a resource introduced to our first-year parents at orientation), is now available. This online experience is designed to help you better understand many of the year-long college transition issues that first-year students may face. Parent Lingo was expressly developed for you to learn all about the six key areas of adjustment to higher education: social, emotional, financial, academic, cultural, and intellectual (although geared to parents and family members of first-year students, we are sending this email to all parents as a resource).

Pilot Test Methodology: Launching at Bryant

▶ Timeline

- ▶ Introduced to parents at June orientation
- ▶ Customized and tested June through August
- ▶ Email sent to parents in September
- ▶ Survey to parents in November

▶ Approval Process

- ▶ Preliminary approval in May from Provost's office
- ▶ Additional buy-in needed from Enrollment Management, University Advancement, and Student Affairs to determine resources to be included

Pilot Test Methodology: Launching at Bryant

▶ Communication

- ▶ Email sent to parents in September
- ▶ Follow up with survey in November

▶ Incentive

- ▶ No incentives offered

▶ Troubleshooting

- ▶ Hurdle - approvals from all stakeholders
- ▶ Hurdle - sending email out to parents (had to go to all parents)

Innovative Educators' Parent Lingo





ParentLingo®


Inform Parents. Empower Students.

► Why ParentLingo?

 [Preview Content](#)

 [Schedule A Demo](#)

 [Fact Sheet](#)

 [Pricing](#)

85%

of students experience
daily stress

69%

of first year students
report feeling homesick

8

modules to help parents
support their students

8 Modules



INTRODUCTION



COLLEGE LINGO



ACADEMIC



SOCIAL



EMOTIONAL



CULTURAL



FINANCIAL



WORDS OF ADVICE

Login Page

Already a Member? Sign In

First Name



Last Name



Email Address

Password



Password Confirmation



I agree to the Terms & Conditions

Register



Already a Member? Sign In

First Name	Last Name
Email Address	
Password	
Password Confirmation	

☐ I agree to the Terms & Conditions

Register



AVAILABLE

4

STARTED

0

COMPLETED

0

COLLABORATIONS

0

DAILY ACTIVITY



Browse

Sort by

Search for content



INTRODUCTION



Introduction
Course

Get Started



Social Adjustment
Course

Get Started



Emotional Adjustment
Course

Get Started



Financial Adjustment

Dashboard

Menu

Introduction / Overview

1:50

CC

Tip

Encourage your student to get along with others, especially those who are different, take advantage of the social opportunities available and to learn how to resolve conflict.

Resources

[Counseling Center](#)

[Housing and Residence Life](#)

[Student Wellness and Development](#)

[Success Coaching](#)

[Recognized Student Organizations \(RSOs\)](#)

Contact

Counseling Center

Phone

501-450-3138

Housing and Residence Life

Phone

501-450-3132

Success coaching is peer-to-peer guidance on developing practical skills to improve a student's effectiveness in and out of the classroom, to establish clear goals and identify obstacles, and to manage a student's stress and create life balance. Locations and times of coaching can be found [here](#).



Add your own resources

FEATURED RESOURCES

Student Involvement Office

Helping your student research opportunities to get involved is easier than you think. Most colleges have a specific office or department focused on student activities and organizations. This office provides tons of information on student activities, clubs and organizations. Review the resources listed to learn more.



Create helpful questions

START THE CONVERSATION

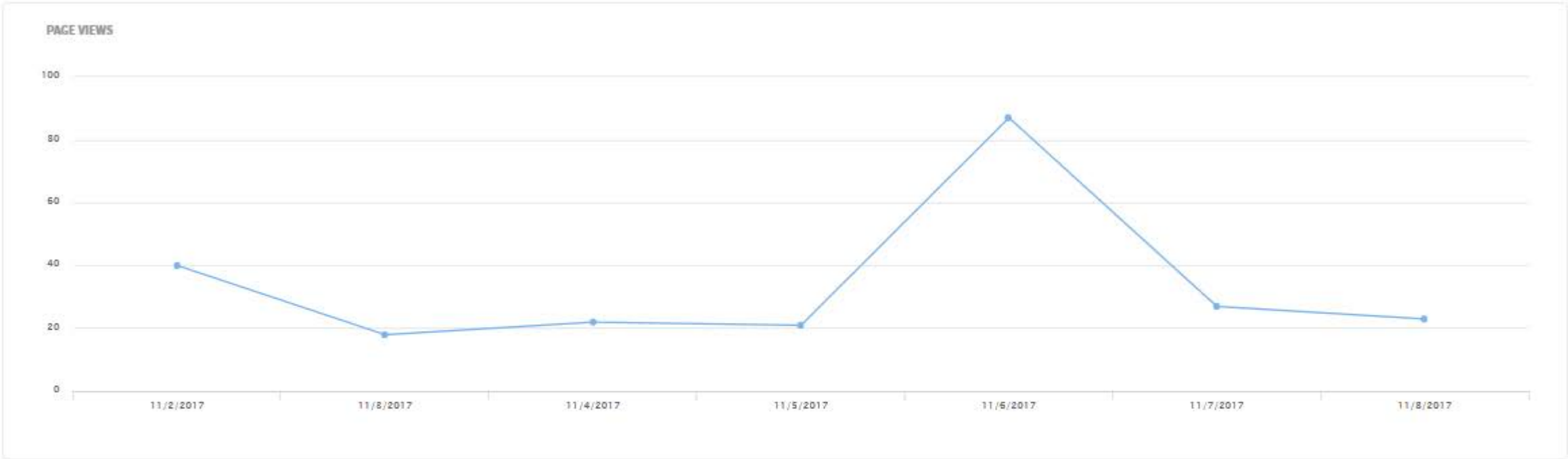
Questions:

- What 3 family obligations are the most important to you?
- What 3 things do you not want to miss out on on-campus?
- Are there any of our family values or expectations you think might get challenged?
- If so how would you handle this? What's your plan?

Combined Stats For Both Institutions

Public Site Summary

Time Period Past 7 Days



School Stats

UCA – 78 Active Users

199

ACTIVE ENROLLED USERS

Bryant – 121 Active Users

90

VISITS

2343

COURSE PAGE COMPLETIONS

32.48

AVG. MIN PER LEARNER IN SCHOOL

228

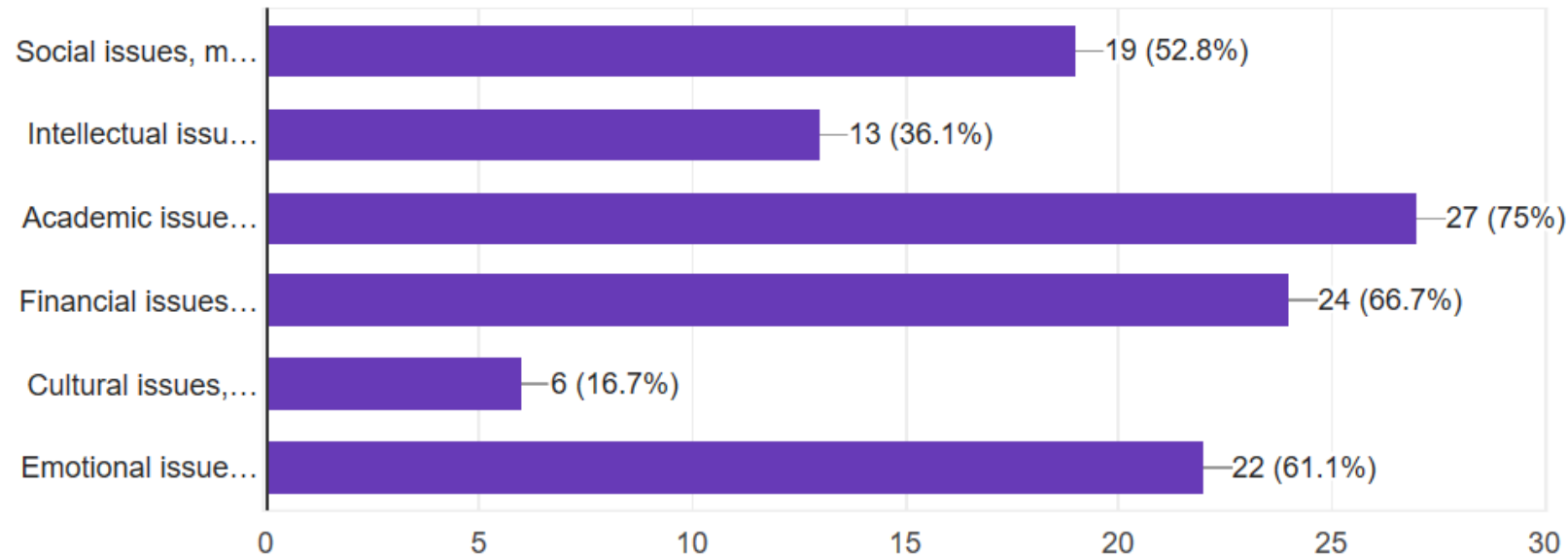
COURSE COMPLETIONS

UCA Survey: Descriptive Statistics

- ▶ 37 Respondents
- ▶ 51.4% parents of college freshmen

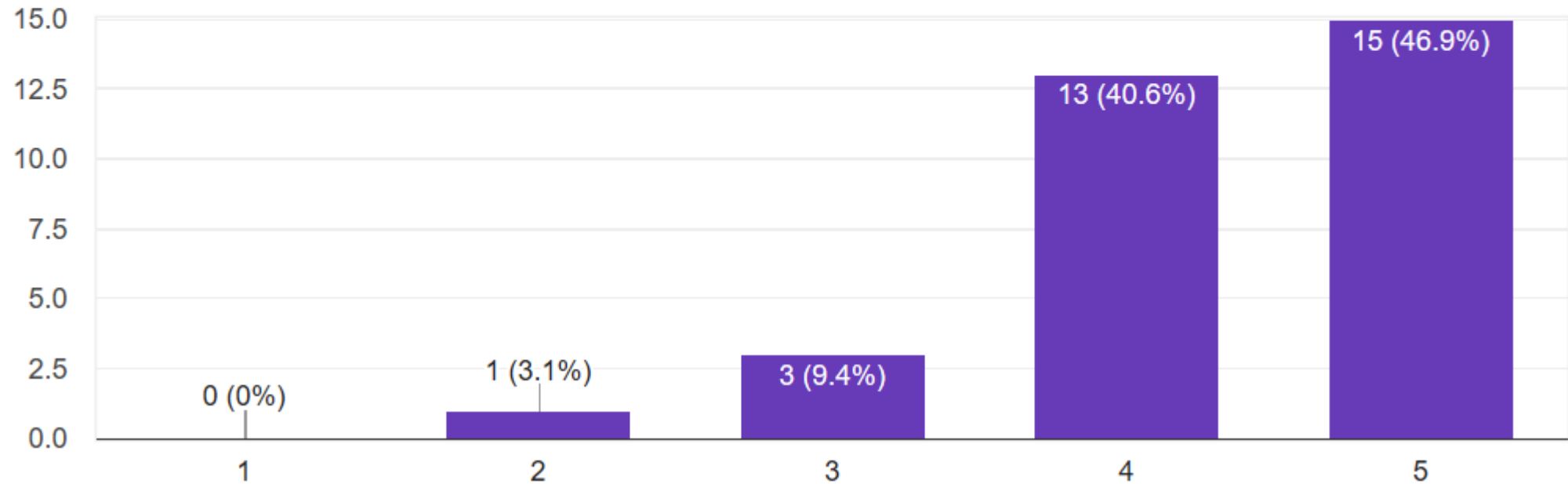
What topics interest you the most as a parent of a college student? Choose all the apply.

36 responses



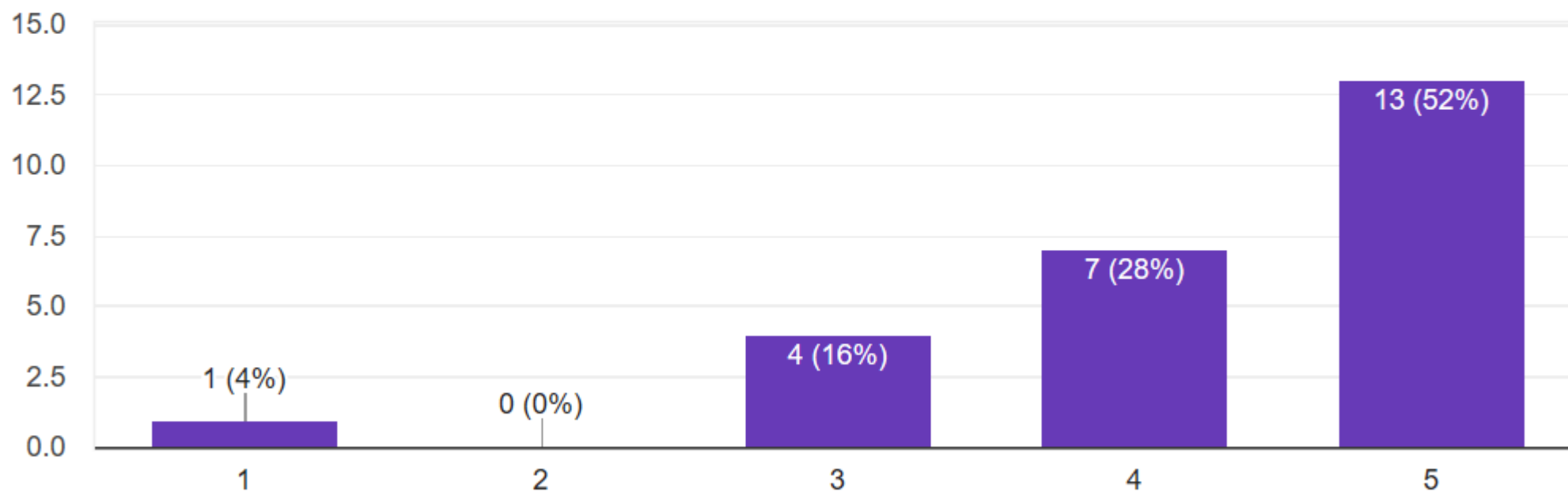
How would you rate the Emotional Adjustment module?

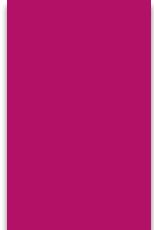
32 responses



How would you rate the Financial Adjustment module?

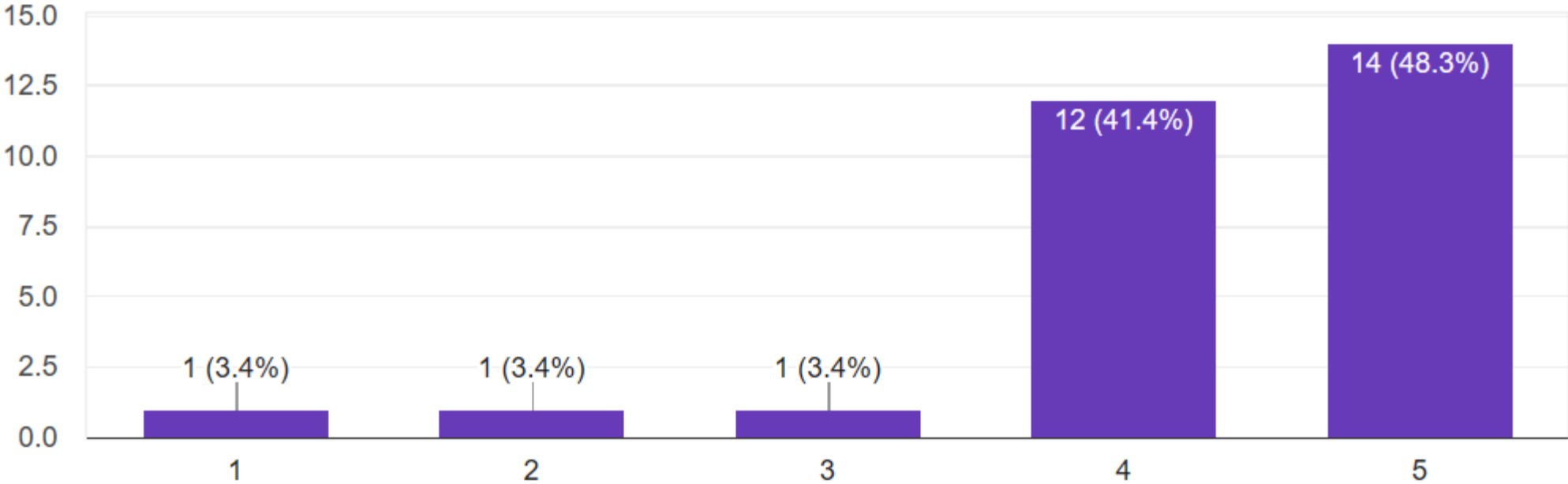
25 responses






How would you rate the Social Adjustment module?

29 responses





What information do you want to know more about that can help you support your student in college?

9 responses

What is the best way to recommend counseling to my student. Mental health is regarded by him as negative.

More info for commuters. If you encourage your student to use resources or get more involved and they don't - then what?

Grades

Specific information on clubs and social activities available

Peer pressure

More advisement to help with her major choice

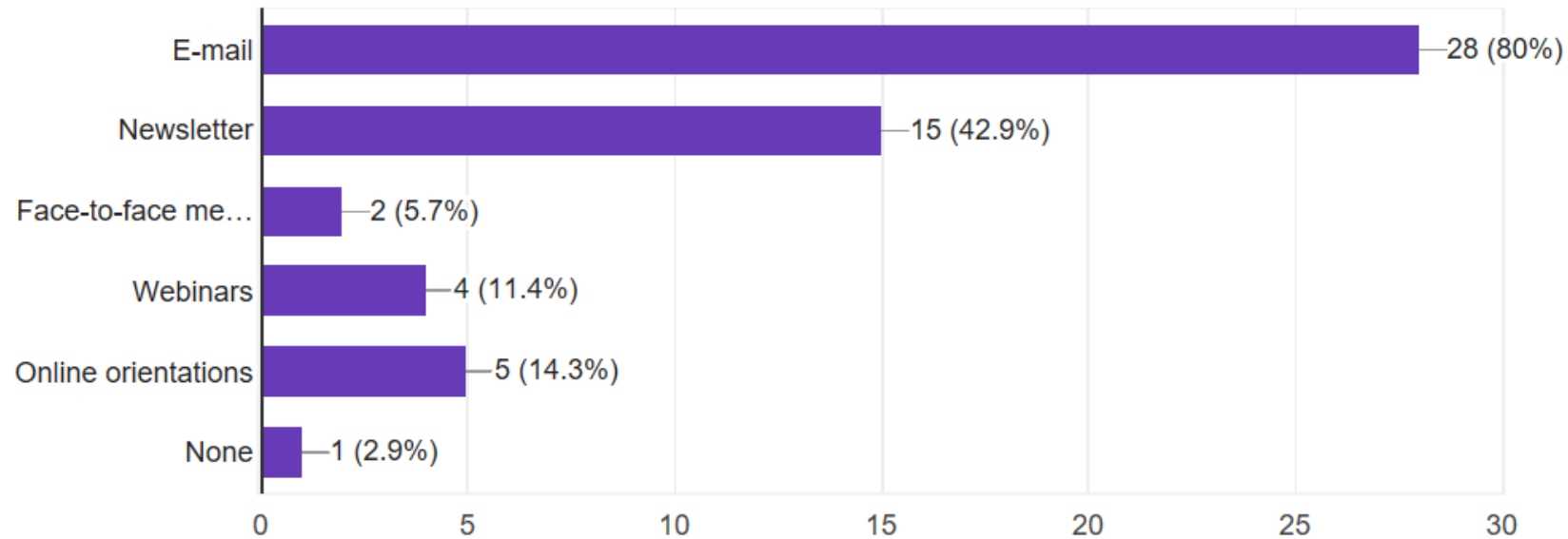
Basic resources for Freshmen far from home. Rides to the dentist, grocery, etc.

Financial

What steps to take your senior year

How do you or would you prefer to receive information about supporting your college student. Choose all that apply.

35 responses



Bryant: Qualitative Feedback

I find it helpful not only for my new student but also for my junior. **It is so nice to have the links accessible with each topic.** If I have a concern in one area it is great to be able to just go to that link. Bryant's website is so confusing. I also enjoyed listing to the parents and students perspectives. It is good to having your feelings reflected back at you so you don't feel like you are a crazy parent and it's great to hear what the students are thinking too. I like the conversation starters at the end of each area. It's also again helpful with the links so you can say are you going to this activity or trying this group. One of my children always says there is nothing to do so it's good to be able to mention actual things happening on campus. **I would suggest maybe sharing it with the whole student body's families at it is a good resource for any age.** You could just say it was developed for new parents but that older students' families must find it helpful as well. I still have some more of it to watch but I find it very informative and helpful.

Bryant: Qualitative Feedback

Thank you very much and this is very timely. **My son is verbalizing he wants to quit, feeling anxious and overwhelmed.** I've encouraged him to sit with his advisor to help him get grounded. I'm trying to parent from a distance and let him navigate independently. Is there anything I can do besides positive support, validating his feelings and advice to seek support? He actually said to me tonight. "I don't have grit and never will."

Bryant: Qualitative Feedback

- ▶ WHAT PARENTS SAY THEY LEARNED:
 - ▶ Emotional adjustment. All kids go through homesickness.
 - ▶ It was validating to know the difficulties my son was experiencing with work load
- ▶ WHAT PARENTS SAY THEY STILL NEED TO LEARN:
 - ▶ Learning how to let go and let our son figure out what to do before going up to the campus every weekend
- ▶ ADVICE FOR OTHER PARENTS:
 - ▶ Give your child a chance to adjust before visiting
 - ▶ Parent from a distance, use the Parent Resources

What We Learned

- ▶ Parents want information to help support their students.
- ▶ An online resource can provide needed information.
- ▶ A variety of methods for communicating with parents is preferred.
- ▶ Parents want additional, one-on-one follow-up advice and support.

Questions and Answers

- ▶ What was the biggest takeaway with this research?
- ▶ What would we do differently if we were to replicate the study?



Thank you!

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