

A large, thick black L-shaped graphic is positioned on the left and bottom right sides of the slide, framing the central text.

ENGAGING STAKEHOLDERS IN MEANINGFUL WAYS

Shannon Cantlay | University of Texas at Austin
Tess Gibson | Auburn University
Bridget Riordan | Emory University

University of Texas at Austin

- Public, research institution (flagship of the UT system)
- 51,000 + students
- Texas Parents
 - *Department in the Division of Student Affairs*
 - *Includes Family Orientation, Family Weekend, and Parent Association Membership*

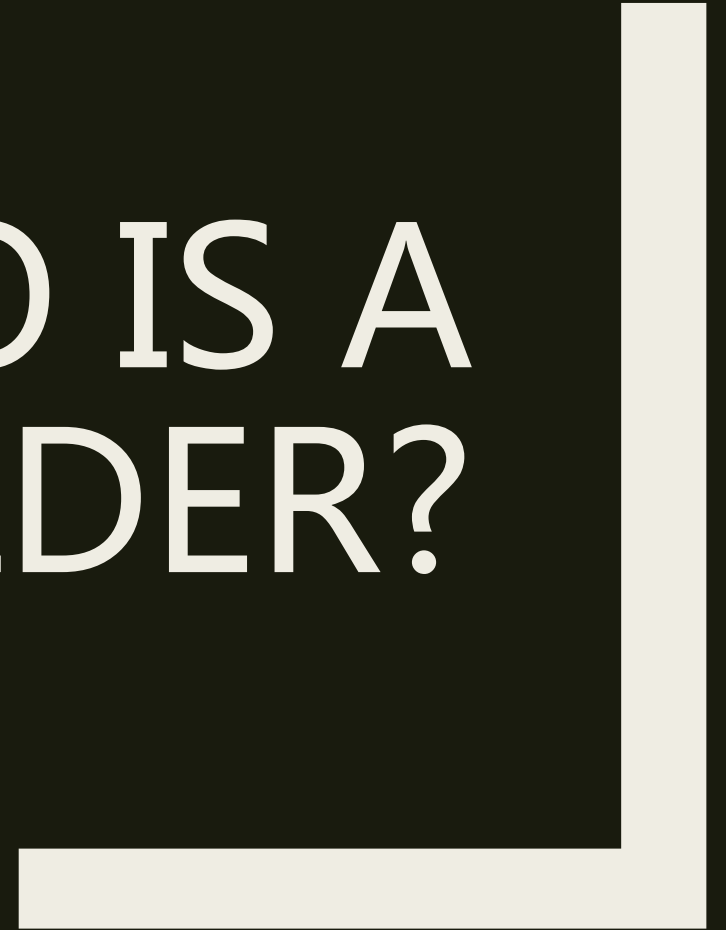
Auburn University

- Public, research institution
- 27,000 + students
- Office of Parent and Family Programs
 - *Reports up through Student Affairs*
 - *Does not include orientation*

Emory University

- Private, research institution in metro Atlanta
- Freshman class of 1400. Total undergrads about 7000 (includes Oxford College and transfers)
- Office of Family & Parent Programs started in 2014 within Campus Life.
 - *Previously under Parent Philanthropy and then shared for 2-3 years prior to student affairs ownership*
 - *Does not include orientation*

WHO IS A
STAKEHOLDER?



Crisis Communication

- Background of Campus Crisis
- Steps to Engage Stakeholders
 - *Made Donations*
 - *Shared Impact of Communication*
 - *Provide Proactive Resources*
- Outcome: University Initiative to streamline Parent/Family Communications
 - *Office of the President*
 - *UTPD*
 - *Division of Student Affairs*
 - Housing
 - New Student Services
 - Student Emergency Services
 - Student Government Association
 - *Campus Safety, and Security*
 - *Office of Admissions*
 - *Colleges/Schools*

Parent Advisory Board

- Goal/mission of group
- 12 on-campus partners
 - *First Year Experience*
 - *Academic Support*
 - *Career Center*
 - *Accessibility*
 - *Faculty member*
- Structure
- Outcomes

Destination Emory

- Events held summer before incoming students arrive to engage them and their families with Emory (Emory does not have summer orientation)
 - Asst. VP of Campus Life/Alumni Relations, Family & Parent Programs coordinates
 - Partners with Admissions, Campus Life Development & Alumni Affairs staff, and Director of Parent Philanthropy
 - Hosted in 12-15 cities where Emory has 25 or more incoming first year students
 - Hosted and funded by Emory alum, parent or parent/alum

IDENTIFYING YOUR STAKEHOLDERS



The image features two large, thick, black L-shaped brackets. One is positioned on the left side, with its vertical bar extending downwards and its horizontal bar extending to the right. The other is on the right side, with its vertical bar extending upwards and its horizontal bar extending to the left. These brackets frame the central text.

QUESTIONS

Shannon Cantlay

University of Texas at Austin

shannon.cantlay@austin.utexas.edu

Tess Gibson

Auburn University

tessgibson@auburn.edu

Bridget Guernsey Riordan

Emory University

bridget.riordan@emory.edu