

# Creating a Culture of Family Engagement

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# Welcome & Introductions

- Session Overview
  - Objectives
  - Evolution of Culture Shift
  - Activity: Campus Culture Check
  - Next Steps

# Welcome & Introductions

- Session objectives
  - Learn effective strategies to cultivate a culture of family engagement
  - Encourage campus collaborations
  - Utilize the session to share experiences and opportunities with family programs colleagues

# University of South Florida (USF)

- Large, Public, Research Institution
- USF System consists of 3 campuses
- Main Campus in Tampa, Florida
- Founded in 1956
- Institution Size
  - Total: 49,000
  - Undergraduates: 32,000
  - Fall Enrollment 2017
    - FTIC: 2,500
    - Transfer: 4,000

# Evolution of Our Culture Shift

- Office of Orientation
  - Family and guest program
  - Student leaders
  - Transfer program
- Parent and Family Programs
  - Maximize reporting structure
  - Sharing their story
  - Program development

# Collaborative Efforts

- Share assessment data
- Shifting perspective of families on campus
- Contribution to programs
- Consistent message

# Campus Culture Check



# Campus Culture Check Activity





# Campus Culture Check: Stormy Climates

- What is at the root of your campus climate?
  - Ask questions, meet with administrators
- Assessment is key
  - Survey families, students and campus partners
    - Examples: Parent and Family focus groups with students, Annual Parent and Family Survey
- Where and with whom can you share these stories?
  - Find champions for families



# Campus Culture Check: Cloudy Climates

- Temperature Check: More hot or cold?
- SWOT analysis
  - Focus on core pieces
- Engage campus partners
  - Campus committees
- Assessment
  - Parent and Family Survey
  - Share out data



# Campus Culture Check: Sunny Climates

- Keep assessing and sharing your story!
- Creating and conquering your wish list
- Where can you better serve sub-populations?
- How can you expand family engagement?



# Wrap Up

- Questions or Comments

Contact us!

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