

Bruin Family Insights: Adapting the Scientific Method to Enhance Problem-Solving Processes

AHEPPP 2017 | Dallas, TX

Presented By:
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Office of Parent & Family Programs

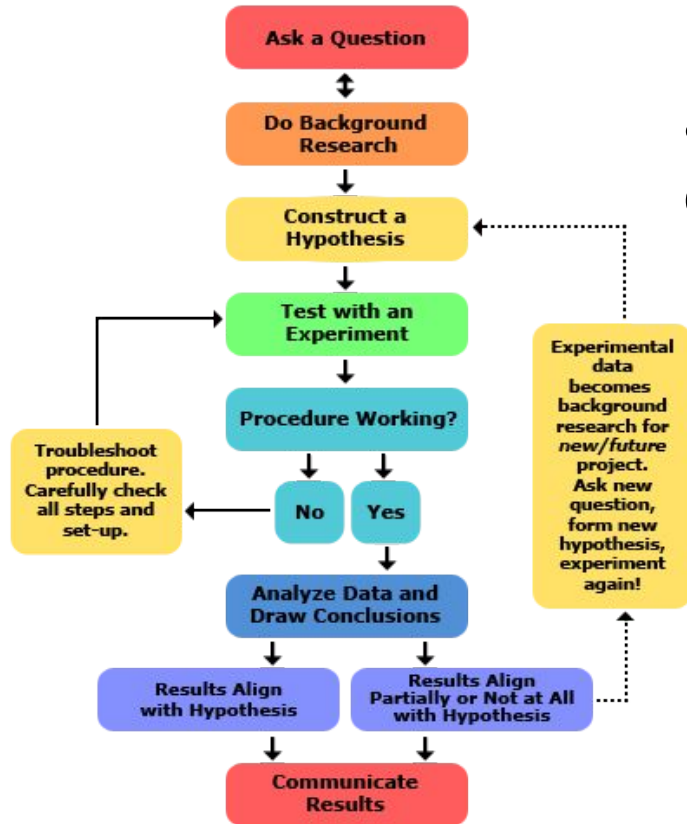


Today's Agenda

- Review goals and objectives
- Overview scientific method
- Discuss scientific method in action using example of Bruin Family Insights, UCLA PFP's virtual discussion series
- Apply method to an area of focus in your office!



Goals & Objectives



Provide a tangible approach to identifying and solving specific programmatic challenges by:

- Dissecting and analyzing the steps of the Scientific Method*
- Utilizing an example from UCLA to illustrate means for employing the Scientific Method
- Applying the method to practices at your institution!

**The Scientific Method steps have been adapted from the depiction above and simplified for the purposes of application in the field of Higher Education and parent/family programming departments.*

The Method (Adapted)

Observe and Question

- Identify problem or deficiency to be addressed.
- Identify resources available or constraints.



Research

- What data supports your question or observations?
- Are there methods already in existence to solve for the issue?



Develop Hypothesis

- Based on your research, what do you propose is the best approach to respond to or solve for the problem or deficiency?



Conduct Testing

- Implement chosen approach to respond to or solve for the problem or deficiency.



Analyze Results

- Did this address or resolve the problem or deficiency?
- What worked well?
- What would you do differently?



Refine and Retest

- Make changes to your approach based on the results and feedback from your initial test.
- Present preliminary results to secure additional resources.



Summarize and Share: Conclusions, Data, and Best Practices

- **Internally:** This information can be a catalyst for your institution's administration to provide additional resources or efforts.
- **Externally:** This information can be of use to other practitioners experiencing something similar and allow you to become a subject matter expert on the issue at hand.

Observe and Question

Are we, to the best of our abilities, meeting the needs of families engaging at a significant geographic distance from campus considering constraints around time, financial, human and technological resources?



You  Live



ANNUAL SURVEY



Develop Hypothesis

By developing a schedule of comprehensive virtual discussions featuring a wide range of topics, campus resources and panelists, we can address common concerns and increase family engagement.



Conduct Testing

BRUIN FAMILY INSIGHTS: Virtual Discussion Series

- Spring 2017: Series development and proposal
- Summer 2017: Fall quarter schedule development and panelist outreach
- August 2017: Bruin Family Insights launches
- Fall 2017: Series piloted with six webinars from Aug. - Dec.



Conduct Testing

BRUIN FAMILY INSIGHTS: Virtual Discussion Series

BRUIN FAMILY INSIGHTS



SAVE THE DATES

Bruin Family Insights - A Webinar Series for UCLA Families

UCLA's Office of Parent & Family Programs is proud to announce the launch of our brand new webinar series, *Bruin Family Insights*. Each quarter we will provide you exclusive access to interact with UCLA staff, administration and leaders from across campus, about a variety of topics parents and family members want to know about the most. View our fall 2017 schedule below and look out for upcoming emails including information about registering for and accessing each webinar. We look forward to connecting with you!



**Transitioning to Life at UCLA:
Resources for You and Your Student**
Thursday, Aug. 24 at 5 p.m. PDT



**Going Greek: What to Know About
Fraternity & Sorority Life at UCLA**
Early September, Date & Time TBD



**BONUS: Is My Student Safe?
Understanding Campus Safety & Security**
Wednesday, Sept. 27 at 5 p.m. PDT



Keeping Up with Bruin Traditions
Monday, Oct. 16 at 7 p.m. PDT



**Addressing Mental Health &
Holistic Wellness with Your Student**
Monday, Nov. 6 at 5 p.m. PST



**Communicating with Your
Student During Winter Break**
Week of Dec. 11, Time TBD

BRUIN FAMILY INSIGHTS



Transitioning to Life at UCLA: Resources for You and Your Student

The transition to college can be overwhelming not only for students, but also for their support system(s). Understanding resources available to you and your student during this time can help alleviate anxiety and improve communication with your student. Join us and this month's panelists as we discuss the transition to college and how you can best support your student.

MEET THE SPEAKERS



Dr. La'Tonya "LT" Reese Miles M.A. '99, Ph.D. '04 is the director of UCLA's *First Year Experience (FYE)* office, which offers specific initiatives and programs that enrich the first-year student experience. She was the first in her family to attend a four-year university and has a passion for working with first generation college students through FYE's *First To Go* program. LT also facilitates the implementation of UCLA's Common Book and True Bruin Welcome.



Roxanne Neal '84 is the assistant vice provost of Undergraduate Education and director of UCLA's *New Student & Transition Programs (NSTP)*. NSTP works to ensure that all new Bruins and their families have a positive, comprehensive transition to the university. With NSTP, Roxanne leads programs like orientation and the New Student Mentoring Network. In addition to being a UCLA alum and staff member, Roxanne is also a Bruin parent who has navigated the college transition from multiple perspectives.

ONLINE EVENT DETAILS

**Thursday, Aug. 24
5 p.m. PDT**

RSVP NOW

WATCH LIVE

BRUIN FAMILY INSIGHTS



Communicating with Your Student during Winter Break

Wednesday, Dec. 13, 2017 at 5:00 p.m. PST

Thank you for your interest in participating in this live virtual discussion presented by UCLA's Office of Parent & Family Programs. Please register for the event below and share with us any questions you would like us to consider for this discussion.

To access the YouTube Live event and subscribe to the UCLA Alumni page, please click [here](#).

**Please note: You must register by 12 p.m. PST the day of the event in order to receive the post-discussion email that includes the recording, follow-up survey, and early registration to the next Bruin Family Insights discussion.*

Full Name *
First Name Last Name

E-mail * ex: myname@example.com

Student Graduation Year *

How many people will be watching with you (including yourself)? *

Please share any questions you have that you would like us to consider including in this Bruin Family Insights discussion.

Analyze Results



- Follow-up emails w/ survey
 - Email analytics
 - Survey completion
- Live and recorded viewer numbers
- Social media analytics

Refine and Retest (if needed)

- Increase parent volunteer engagement
- Refine frequency
- Revisit topic and panelist selection process
- Refine marketing timeline
- Revisit survey collection tactics
- Increase inclusiveness/accessibility



Accuracy of Hypothesis and Reporting Results



- Hypothesis accurate, but constantly developing
- Reporting results
 - Internal data analytics and legacy-building
 - Knowledge-sharing and professional development

Applying the Method to Your Work

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Group Discussion & Questions

Contact & References



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UCLA Parents



@UCLA_Parents

References

Steps of the Scientific Method. (n.d.). Retrieved November 03, 2017, from
<https://www.sciencebuddies.org/science-fair-projects/science-fair/steps-of-the-scientific-method>

Brown, A. (2016). UCLA Parent & Family Programs Annual Survey. Los Angeles, CA: University of California Los Angeles, Office of Parent & Family Programs

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